

April 1, 1964

KIMBERLY-CLARK INCREASES ITS SPONSORSHIP  
TO FIVE NBC-TV NETWORK DAYTIME PROGRAMS

The Kimberly-Clark Corp. has increased its sponsorship to five NBC-TV daytime programs, it was announced today by James Hergen, Director of Daytime Sales, NBC Television Network.

In addition to its current sponsorship of "You Don't Say!" and "The Match Game," Kimberly-Clark has renewed its orders in "Say When" and "Truth or Consequences" for 52 weeks beginning in April. The advertiser has also ordered weekly participations in "The Loretta Young Theatre" starting in June.

The agency for Kimberly-Clark is Foote, Cone & Belding.

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## NBC TELEVISION NETWORK NEWS

TOM DONOVAN TO DIRECT 'ANOTHER WORLD,'

NEW NBC-TV DAYTIME DRAMATIC SERIES

Tom Donovan, one of television's most accomplished directors of live drama, will direct the new daytime dramatic series, "Another World," starting on NBC-TV Monday, May 4 (3-3:30 p.m. NYT).

During a 15-year video career, Donovan has staged more than 200 plays including William Saroyan's "The Time of Your Life" starring Jackie Gleason; "One Red Rose for Christmas" starring Helen Hayes; the TV adaptation of "Ninotchka" with Maria Schell in the title role; and "Call Me Back," Art Carney's acclaimed tour de force as an alcoholic. Donovan recently rejoined Carney for "A Day Like Today," which the "Du Pont Show of the Week" will present Sunday, April 19 (10-11 p.m. NYT) on NBC-TV.

Donovan began his career in 1950 as a television stage manager and three years later received his first directorial assignment, the semi-documentary series, "Adventure." The program received the George Foster Peabody award that year as television's best informational program. More recently, he was responsible for two major telecasts mixing theatre and fact, "Athens, Where the Theatre Began" starring Alfred Lunt and Lynn Fontaine, and "Roman Law," taped in the Forum in Rome, with James Mason.

"Another World" will be written by Irna Phillips. The author noted that the title for the new series, concerning two related families living in a university town, stems from the John Keats quote: "We live not in this world alone -- but in a thousand worlds."

"The program is about these other worlds, of private thoughts and dreams, into which we escape from time to time," she stated.

The series will be produced by Allen Potter.





TEACHERS CAN OBTAIN ADVANCE BULLETINS TO COORDINATE  
THEIR LESSONS WITH 'WATCH MR. WIZARD' TELECASTS

In response to requests from educators across the country, NBC-TV's "Watch Mr. Wizard" has prepared an advance program schedule for teachers' use in planning classroom experiments.

According to Don Herbert, producer and star of the Saturday science series (NBC-TV Network, except WNBC, 2 p.m. EST; WNBC-TV only, 8 a.m. EST), the bulletins will meet the needs of science teachers in elementary and high schools, and even in some colleges, who have written for material to coordinate their lessons with the telecast demonstrations.

Each bulletin will list several upcoming programs with a summary of the subject matter to be covered.

The bulletins are available free to educators and may be obtained by writing to: "Watch Mr. Wizard," 220 East 23rd Street, New York 10, N. Y.

NBC-New York, 4/1/64



## NBC RADIO NETWORK NEWS

April 1, 1964

### TOM PETTIT OF NBC NEWS REPORTS HOW RADIO HELD COMMUNITIES OF SHATTERED ALASKA TOGETHER WITH 'ROUND-THE-CLOCK BROADCASTS OF EMERGENCY ANNOUNCEMENTS

Radio served the common good in earthquake-shattered Alaska "probably as it has never been served before," NBC News correspondent Tom Pettit reported from Anchorage.

Here is Pettit's report as broadcast yesterday (March 31) and today (April 1) by "Emphasis" on NBC Radio:

The television pictures tell their own story. What perhaps has not been told is the story of how radio stations of this and other Alaskan cities literally have held their communities together by their 'round-the-clock broadcasts of emergency announcements.

Within minutes after the earthquake, stations like NBC affiliate KENI of Anchorage went on the air and, under auxiliary power, moved mobile units into position and began communicating to the public. Through the blessings of portable generators and battery-powered radio, the people were able to get information.

This information did not get through immediately to the outside world, but it did here. And the radio stations, in the opinion of many people, prevented panic from running through the streets of Anchorage.

By regular radio frequencies, oil companies got orders to deliver fuel oil or gasoline. Doctors were told where to go. City departments gave instructions to the rescue crews. Families were told where missing relatives had been found. By baling wire and will-power, radio stations

(more)



stayed on the air. It has not been unusual to hear the radio announcer say, "Will the guy with some fuel oil bring it down to the portable generator so we can stay on the air?" Instructions to the public on not drinking polluted water, on limiting use of available phones -- all of this essential information went out.

But perhaps more importantly, radio stations knocked down the rumors almost as they began. If they knew tidal waves were rumored somehow, as many rumors begin -- and there were many rumors here -- then the radio stations would report the truth, and in this way panic was averted.

There were no newspapers until late Sunday. Television was off the air; people could not have tuned on their sets anyway without electricity. So radio, with auxiliary generators and battery-powered receivers, served the common good here probably as it has never been served before -- even in an area where ham operators have been historically invaluable in emergencies. The amateur radio operators continued to do their duty relaying messages to worried relatives.

Television may be able to show what happened here, but it was radio which kept the community alive.

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NBC-New York, 4/1/64





CREDITS FOR 'THE HUNTLEY-BRINKLEY REPORT' ON NBC-TV

Time: NBC-TV Network, Mondays through Fridays,  
7-7:30 p.m. NYT.

Correspondents: Chet Huntley, New York; David Brinkley,  
Washington.

Executive Producer: Reuven Frank

Producer for Europe: Eliot Frankel

Associate Producers: William T. Corrigan, Washington  
Jack Fern, Tokyo  
William B. Hill, New York  
George F. Murray, New York

News Editor: Irwin Safchik

Regional News Managers: Robert Mulholland, Chicago  
Don Roberts, Los Angeles

Unit Managers: Richard Diorio  
Jim Schaeffer

Program Manager: Stanley Rotkewicz

Directors: Ray Lockhart  
Charles Sieg  
Frank Slingland

Film Technical Director: John Canevari

Supervising Film Editor: Gerald Polikoff

Film Editors: Fred Flamenhaft, New York  
George Johnson, New York  
Gerald Boyle, New York  
Peter Gilmore, New York  
Edward Einarsen, Washington  
Christopher Michon, Chicago  
James Briley, Los Angeles

News Staff: Roger Hansen  
Jack Perkins  
David Teitlebaum  
Patrick Trese  
Wallace Westfeldt

Set designer: Hjalmer Hermanson

Artist: VanZandt Beverly

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2 - Credits for 'The Huntley-Brinkley Report'

NBC Press Representative: Bert Burns (New York)

Premiere Dates: Oct. 29, 1956 (quarter-hour format)  
Sept. 9, 1963 (half-hour format)

Sponsors and Agencies: Bauer & Black Division, The Kendall Co.  
(Tatham-Laird, Inc.); John Hancock Mutual  
Life Insurance Co. (McCann-Erickson  
Inc.); R. J. Reynolds Tobacco Co.  
(William Esty Co. Inc.); American Home  
Products Corp. (Ted Bates & Co. Inc.);  
American Chicle Co. (Ted Bates & Co.  
Inc.); Aluminum Co. of America (Fuller  
& Smith & Ross Inc.); Plymouth Division,  
Chrysler Corp. (N. W. Ayer & Son Inc.);  
Standard Brands, Inc. (J. Walter  
Thompson); and J. B. Williams Co.  
(Parkson Advertising Agency Inc.).

Origination: NBC-TV Studios in New York and Washington.

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NBC-New York, 3/31/64





FROM THE NATIONAL BROADCASTING COMPANY

Thirty Rockefeller Plaza, New York, N. Y. 10020

April 2, 1964

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NBC NEWS LEADS ALL NETWORK NEWS UNITS WITH FIVE HONORS FROM  
OVERSEAS PRESS CLUB FOR FOREIGN CORRESPONDENCE EXCELLENCE

NBC News has won a total of five awards and citations from the Overseas Press Club for excellence in foreign correspondence during 1963, more than the number won by any other network news unit.

The awards, which went to three NBC-TV programs and two NBC Radio presentations, were announced today by the Overseas Press Club. Winners will receive illuminated diplomas and runners-up citations at the Silver Jubilee Awards Dinner of the club April 7 in the Imperial Ballroom of the Americana Hotel in New York. Secretary of State Dean Rusk will be the principal speaker of the annual dinner, which this year marks the 25th anniversary of the founding of the Overseas Press Club.

The NBC winners follow:

A first-place award for "Best Television Interpretation of Foreign Affairs" went to Fred Freed, producer-writer of "The Death of Stalin." The full-hour telecast, narrated by Chet Huntley and presented as one of the "NBC White Paper" series, was cited by the judges as "a brilliant and sobering reenactment of momentous events." The "NBC White Paper" series is a presentation of Creative Projects, NBC News. Irving Gitlin is executive producer.

A first-place award for "Best Radio Reporting from Abroad" went to NBC News correspondent George Clay for war reporting from the Congo. Clay won the award for his coverage of the United Nations forces in their march in January, 1963, from Katanga to Jadotville. The judges commented that "as mortars, machine guns and rifles cracked nearby, Clay reported the fighting with clarity and coolness."

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NBC News correspondent David Brinkley received a citation for reporting on Latin America for his "David Brinkley's Journal" NBC-TV color presentation on Bolivian tin mines.

A citation for motion picture reporting from abroad was won by NBC News cameramen Chris Callery and Joseph Vadala for "The City and the World," a full-hour NBC-TV color special on the coronation of Pope Paul VI, narrated by Chet Huntley.

NBC News correspondent John Chancellor won a citation for radio interpretation of foreign affairs for the NBC Radio program, "The Presidents in Central America," broadcast while the late President Kennedy was en route to Washington following a meeting with Central American Presidents.

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NBC-New York, 4/2/64



NBC COLOR TELEVISION NEWS



April 2, 1964

CREDITS FOR 'JEOPARDY'

Time: NBC-TV Network color series Mondays through Fridays (11:30 a.m.-12 noon NYT).

Premiere date: March 30, 1964

Format: Audience-participation game show in which answers are given to contestants, who must then devise the questions.

Creator: Merv Griffin

Host: Art Fleming

Producer: Robert H. Rubin

Director: Bob Hultgren

Associate Producer: John Rhinehart

Editorial Staff: Susan Gold, Jean Meegan, Cathy Noren.

Program Staff: Bob Murphy, June Henoch, George Callahan, Nancy Penry.

Unit Manager: Harvey Brown

Scenic Designer: Tom Trimble

Associate Director: Peter Fatovich

Technical Director: Bob Long

Lighting: Bill Anderson

Audio: Dave Gould

Sponsors: Various

Packaged by: Griffin Productions

Origination: NBC-TV studios, New York

NBC Press Representative: Stan Levine, New York

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CREDITS FOR 'BASEBALL: MORE THAN A GAME,' 90-MINUTE

'NBC SPORTS SPECIAL' ON NATIONAL PASTIME APRIL 11

Time: NBC-TV Network Saturday, April 11 (4:30 to 6 p.m. EST).

Host: Joe Garagiola.

Format: Sandlot league youngster is taken on a dream tour through the world of baseball by program host Joe Garagiola. Dream trip includes chats with some of baseball's top figures, both present and past, and visits to Baseball Hall of Fame at Cooperstown, N. Y., and Shea Stadium, new home of the New York Mets. Program stresses the theme that major league baseball is more than a game -- it is the national pastime, a way of life and, for youngsters of the nation, a dream world. Program is being presented in cooperation with the office of Baseball Commissioner Ford C. Frick.

Bobby Smith, sandlot league youngster, played by: Jeffrey Price of Newark, N. J.

Baseball figures: Players -- Mickey Mantle, Willie Mays, Sandy Koufax, Warren Spahn, Maury Wills.

Managers -- Casey Stengel and Gil Hodges.

Umpire -- Jocko Conlan.

Former players and manager -- Stan Musial, Roy Campanella, Bobby Brown, Joe McCarthy.

Special guest: Baseball Commissioner Ford C. Frick.

Other features: Narration of "Baseball, a Game for All Americans," by Ernie Harwell.

Films of Babe Ruth, Cy Young, Honus Wagner, Christy Mathewson, George Sisler, Bobby Feller, Dizzy Dean, Lefty Grove, Walter Johnson, Lou Gehrig, Ty Cobb, Mel Ott, Ted Williams, Jackie Robinson, Carl Hubbell, Joe DiMaggio and Don Larsen's World Series perfect game.

Photos of opening day Presidential pitchers from William H. Taft to John F. Kennedy.

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1910-1911-1912

1955-56, 1956-57, 1957-58, 1958-59, 1959-60, 1960-61, 1961-62, 1962-63, 1963-64, 1964-65, 1965-66, 1966-67, 1967-68, 1968-69, 1969-70, 1970-71, 1971-72, 1972-73, 1973-74, 1974-75, 1975-76, 1976-77, 1977-78, 1978-79, 1979-80, 1980-81, 1981-82, 1982-83, 1983-84, 1984-85, 1985-86, 1986-87, 1987-88, 1988-89, 1989-90, 1990-91, 1991-92, 1992-93, 1993-94, 1994-95, 1995-96, 1996-97, 1997-98, 1998-99, 1999-00, 2000-01, 2001-02, 2002-03, 2003-04, 2004-05, 2005-06, 2006-07, 2007-08, 2008-09, 2009-10, 2010-11, 2011-12, 2012-13, 2013-14, 2014-15, 2015-16, 2016-17, 2017-18, 2018-19, 2019-20, 2020-21, 2021-22, 2022-23, 2023-24, 2024-25, 2025-26, 2026-27, 2027-28, 2028-29, 2029-30, 2030-31, 2031-32, 2032-33, 2033-34, 2034-35, 2035-36, 2036-37, 2037-38, 2038-39, 2039-40, 2040-41, 2041-42, 2042-43, 2043-44, 2044-45, 2045-46, 2046-47, 2047-48, 2048-49, 2049-50, 2050-51, 2051-52, 2052-53, 2053-54, 2054-55, 2055-56, 2056-57, 2057-58, 2058-59, 2059-60, 2060-61, 2061-62, 2062-63, 2063-64, 2064-65, 2065-66, 2066-67, 2067-68, 2068-69, 2069-70, 2070-71, 2071-72, 2072-73, 2073-74, 2074-75, 2075-76, 2076-77, 2077-78, 2078-79, 2079-80, 2080-81, 2081-82, 2082-83, 2083-84, 2084-85, 2085-86, 2086-87, 2087-88, 2088-89, 2089-90, 2090-91, 2091-92, 2092-93, 2093-94, 2094-95, 2095-96, 2096-97, 2097-98, 2098-99, 2099-00, 2100-01, 2101-02, 2102-03, 2103-04, 2104-05, 2105-06, 2106-07, 2107-08, 2108-09, 2109-10, 2110-11, 2111-12, 2112-13, 2113-14, 2114-15, 2115-16, 2116-17, 2117-18, 2118-19, 2119-20, 2120-21, 2121-22, 2122-23, 2123-24, 2124-25, 2125-26, 2126-27, 2127-28, 2128-29, 2129-30, 2130-31, 2131-32, 2132-33, 2133-34, 2134-35, 2135-36, 2136-37, 2137-38, 2138-39, 2139-40, 2140-41, 2141-42, 2142-43, 2143-44, 2144-45, 2145-46, 2146-47, 2147-48, 2148-49, 2149-50, 2150-51, 2151-52, 2152-53, 2153-54, 2154-55, 2155-56, 2156-57, 2157-58, 2158-59, 2159-60, 2160-61, 2161-62, 2162-63, 2163-64, 2164-65, 2165-66, 2166-67, 2167-68, 2168-69, 2169-70, 2170-71, 2171-72, 2172-73, 2173-74, 2174-75, 2175-76, 2176-77, 2177-78, 2178-79, 2179-80, 2180-81, 2181-82, 2182-83, 2183-84, 2184-85, 2185-86, 2186-87, 2187-88, 2188-89, 2189-90, 2190-91, 2191-92, 2192-93, 2193-94, 2194-95, 2195-96, 2196-97, 2197-98, 2198-99, 2199-00, 2200-01, 2201-02, 2202-03, 2203-04, 2204-05, 2205-06, 2206-07, 2207-08, 2208-09, 2209-10, 2210-11, 2211-12, 2212-13, 2213-14, 2214-15, 2215-16, 2216-17, 2217-18, 2218-19, 2219-20, 2220-21, 2221-22, 2222-23, 2223-24, 2224-25, 2225-26, 2226-27, 2227-28, 2228-29, 2229-30, 2230-31, 2231-32, 2232-33, 2233-34, 2234-35, 2235-36, 2236-37, 2237-38, 2238-39, 2239-40, 2240-41, 2241-42, 2242-43, 2243-44, 2244-45, 2245-46, 2246-47, 2247-48, 2248-49, 2249-50, 2250-51, 2251-52, 2252-53, 2253-54, 2254-55, 2255-56, 2256-57, 2257-58, 2258-59, 2259-60, 2260-61, 2261-62, 2262-63, 2263-64, 2264-65, 2265-66, 2266-67, 2267-68, 2268-69, 2269-70, 2270-71, 2271-72, 2272-73, 2273-74, 2274-75, 2275-76, 2276-77, 2277-78, 2278-79, 2279-80, 2280-81, 2281-82, 2282-83, 2283-84, 2284-85, 2285-86, 2286-87, 2287-88, 2288-89, 2289-90, 2290-91, 2291-92, 2292-93, 2293-94, 2294-95, 2295-96, 2296-97, 2297-98, 2298-99, 2299-00, 2300-01, 2301-02, 2302-03, 2303-04, 2304-05, 2305-06, 2306-07, 2307-08, 2308-09, 2309-10, 2310-11, 2311-12, 2312-13, 2313-14, 2314-15, 2315-16, 2316-17, 2317-18, 2318-19, 2319-20, 2320-21, 2321-22, 2322-23, 2323-24, 2324-25, 2325-26, 2326-27, 2327-28, 2328-29, 2329-30, 2330-31, 2331-32, 2332-33, 2333-34, 2334-35, 2335-36, 2336-37, 2337-38, 2338-39, 2339-40, 2340-41, 2341-42, 2342-43, 2343-44, 2344-45, 2345-46, 2346-47, 2347-48, 2348-49, 2349-50, 2350-51, 2351-52, 2352-53, 2353-54, 2354-55, 2355-56, 2356-57, 2357-58, 2358-59, 2359-60, 2360-61, 2361-62, 2362-63, 2363-64, 2364-65, 2365-66, 2366-67, 2367-68, 2368-69, 2369-70, 2370-71, 2371-72, 2372-73, 2373-74, 2374-75, 2375-76, 2376-77, 2377-78, 2378-79, 2379-80, 2380-81, 2381-82, 2382-83, 2383-84, 2384-85, 2385-86, 2386-87, 2387-88, 2388-89, 2389-90, 2390-91, 2391-92, 2392-93, 2393-94, 2394-95, 2395-96, 2396-97, 2397-98, 2398-99, 2399-00, 2400-01, 2401-02, 2402-03, 2403-04, 2404-05, 2405-06, 2406-07, 2407-08, 2408-09, 2409-

2 - Credits for 'Baseball: More Than a Game'

Special Consultant for  
Baseball: Frank Slocum

Executive producer: Peter Molnar

Producer-director: Walter Kravetz

Film editors: Mike Cerrone and Clay Cassel.

Cameraman: Earl Crotchett

Soundman: Jim Geraghty

Unit managers: Al Vecchione and Alan Posage

Production  
coordinator: David Kennedy

NBC Press  
Representative: Bob Goldwater, New York.

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NBC-New York, 4/2/64





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# HOW TO IDENTIFY A NETWORK

Connect the numbers below, and you have one of the world's most familiar insignia.

We've nothing against insignia, but it's our feeling that a network can be recognized just as readily by the caliber of its programs. To get down to cases, there's one network that:

☐ replaced an entire evening's prime-time programming with "The American Revolution of '63," a three-hour report on civil rights.

☐ set the entire nation talking about its bold and irreverent satire series, "That Was The Week That Was."

☐ created "Exploring" and "The Children's Theatre," network television's most cele-

brated programs for youngsters.

☐ explored the *inside* of the Kremlin—a feat even Russian television had never achieved—to produce one of the classic programs in television annals.

☐ has scheduled an unrivalled sports lineup next season, ranging from NCAA football to the World Series, with most events in color.

☐ presents television's most honored dramatic program: The Hallmark Hall of Fame.

☐ stars television's most impressive array of talent, including such favorites in next season's schedule as Jack Benny, Shirley Booth, Johnny Carson, Richard Chamberlain, Perry

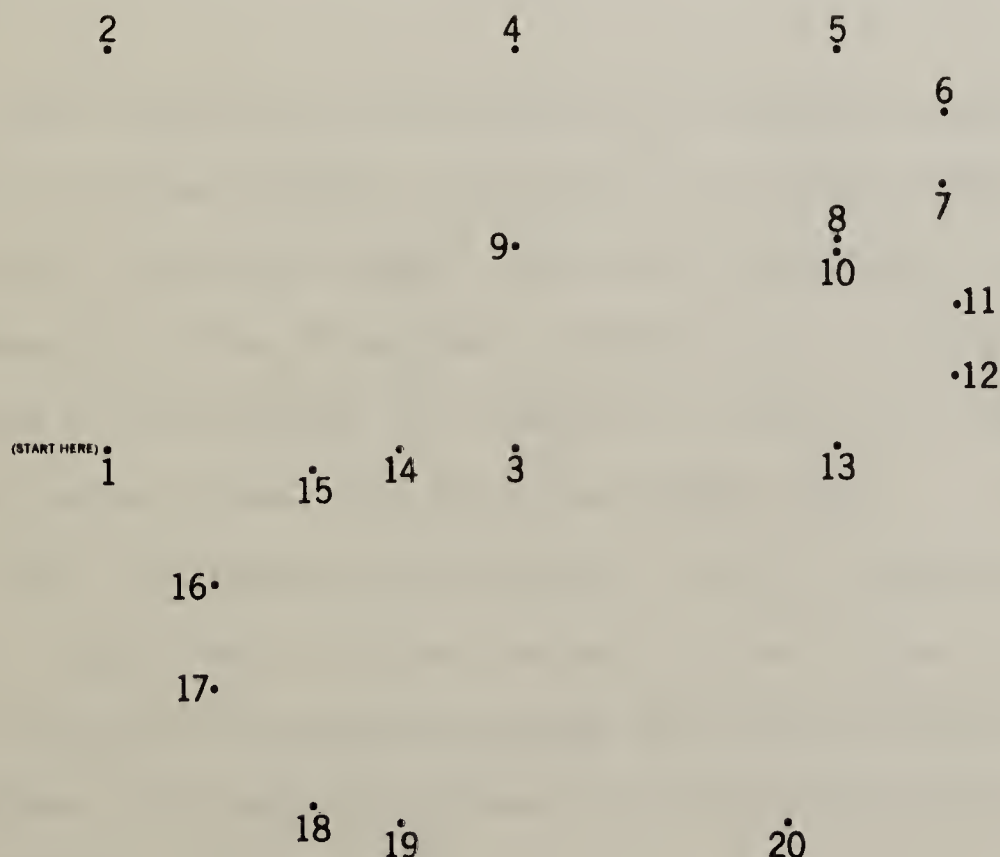
Como, Alfred Hitchcock, Bob Hope, Jack Paar and Danny Thomas—to name only a few.

☐ televises the nation's most distinguished newscast, the "Huntley-Brinkley Report."

☐ consistently draws the greatest number of viewers to its coverage of such special events as conventions, elections or space flights.

All in all, it's the network whose balanced and wide-ranging schedule makes its identity unmistakable.

Of course, if you can't get through the day without seeing our signature, just connect the dots below. Obviously, though, it's the first time our identity has ever been a puzzle.





## NBC TRADE NEWS

NOVEL 'AUDIENCE-PARTICIPATION' PRINT AD DOES NOT IDENTIFY NETWORK --  
BUT READERS CONNECT DOTS AND DISCOVER 'NBC' LOGO

FOR RELEASE MONDAY, APRIL 6

A full-page "audience-participation" advertisement, in which the reader identifies the advertiser by linking numbered dots, climaxes a series of seven National Broadcasting Company print advertisements.

EDITORS: A copy of this advertisement leads this issue

The ad series, entitled "How to Identify a Network," points up some of the outstanding programming accomplishments of NBC-TV this season.

The final ad in the group will coincide with the National Association of Broadcasters convention in Chicago April 5-7. This ad nowhere overtly identifies NBC. The copy highlights several major accomplishments of the TV network, summarizing the six previous ads. It concludes by requesting the reader to connect 20 numbered dots -- which when joined reveal the familiar "NBC" Logo.

This "audience-participation" ad will appear during the week of April 6. Like the six previous ads in the series, it will be published in major broadcasting trade publications and The New York Times, The New York Herald Tribune, The Washington Post and The Chicago Tribune.

"It is believed to be the first time in advertising history that a network has taken a full-page ad and not identified the

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advertising company," said Lawrence K. Grossman, Vice President, Advertising, NBC. "And we feel we can undertake such a radical advertising venture because of the confidence we have in the reader's knowledge of NBC-TV's programming."

The series was prepared by the NBC Advertising Department. Art direction was by John Graham, with the design executed by Assistant Art Director Bill Weinstein. Copy, under direction of Philip Minoff, was written by David Bellin.

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NBC-New York, 4/3/64





## NBC TRADE NEWS

April 3, 1964

"MUTUAL OF OMAHA'S WILD KINGDOM" RETURNING TO NBC-TV  
IN 1964-65 SEASON IN ITS REGULAR SUNDAY TIME PERIOD

"Mutual of Omaha's Wild Kingdom," featuring extensive on-location filming will return to the NBC-TV Network for the 1964-65 season in its regular time period, Sundays, 5-5:30 p.m. NYT. Sponsorship of the color series was announced today by Don Durgin, Vice President, Television Network Sales, NBC.

New expeditions planned for the 1964-65 series include trips to Australia, Africa, India, South America and the Arctic. Marlin Perkins, world-famous naturalist and currently director of the St. Louis Zoo, will again be host for the series.

Some of the features "Mutual of Omaha's Wild Kingdom" will present next season will deal with the strange marsupial animals of Australia, killer tigers in India, pre-historic Indian tribes of South America, and the capture of a polar bear in the Arctic.

Mutual of Omaha first sponsored the series in January, 1962. The agency is Bozell & Jacobs Inc.

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## NBC TRADE NEWS

April 3, 1964

GERBER PRODUCTS, IN ITS FIRST NETWORK NIGHTTIME ORDER,  
BUYS SPONSORSHIP IN NBC-TV'S "90 BRISTOL COURT"

Gerber Products Co., placing its first network nighttime order, has purchased alternate half-hour sponsorship in NBC-TV's "90 Bristol Court," it was announced today by Don Durgin, Vice President, Television Network Sales, NBC.

"90 Bristol Court," as previously reported, is a 90-minute comedy series to be telecast Mondays (7:30 to 9 p.m. NYT) during the 1964-65 season.

The Gerber order was placed through D'Arcy Advertising Company.

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BOB HOPE TO PRESENT SPIRIT OF ACHIEVEMENT AWARDS TO NOTABLES CITED  
BY WOMEN'S DIVISION OF ALBERT EINSTEIN COLLEGE OF MEDICINE

FOR RELEASE MONDAY, APRIL 6

NBC's Bob Hope will present Spirit of Achievement Awards to six distinguished women and a noted couple at the 10th annual luncheon sponsored by the Women's Division of the Albert Einstein College of Medicine of Yeshiva University Monday, April 13, in the Waldorf-Astoria Hotel, New York.

The citations by the Women's Division for outstanding contributions to public service, philanthropy and the arts will be awarded to Mrs. Oveta Culp Hobby, president of The Houston Post; Mrs. Lytle Hull, president of the Musicians Emergency Fund; Miss Leontyne Price, Metropolitan Opera star; Mrs. Inez Robb, United Feature Syndicate columnist; Miss Dorothy Sarnoff, singer-actress; and Mrs. Marietta Tree, U. S. representative of the U. N. Commission on Human Rights. Composer Richard Rodgers, first man to be honored by the Women's Division, will be cited for his contributions to the American theatre. His wife will be saluted for her outstanding service in the homemaking arts.

The luncheon, proceeds of which will go to the support of Einstein College, will be attended by 1,000 women and a few especially invited men. Mrs. David Sarnoff is chairman of the awards committee and Mrs. Jack H. Einiger is luncheon chairman.

Hope, who was awarded the Congressional Gold Medal by the late President John F. Kennedy for his humanitarian efforts, was recently appointed by President Johnson to replace Ambassador Henry Cabot Lodge on the 10-member board which selects winners of the Presidential Medal of Freedom, the nation's highest peacetime civilian award.



PR-14  
FROM THE NATIONAL BROADCASTING COMPANY

Thirty Rockefeller Plaza, New York, N. Y. 10020

SIGMA DELTA CHI HONORS NBC FOR UNPRECEDENTED 3-HOUR TELECAST  
ON CIVIL RIGHTS MOVEMENT: "THE AMERICAN REVOLUTION OF '63"

FOR RELEASE MONDAY, APRIL 6

Sigma Delta Chi, the professional journalism society, today named the National Broadcasting Company recipient of a public service award for its unprecedented three-hour, TV program on the civil rights movement, "The American Revolution of '63."

In announcing the award Russell E. Hurst, Executive Officer of Sigma Delta Chi, released the judges' citation which stated that "NBC enlarged the scope of television journalism by illuminating the American Negro's struggle for freedom and equal rights...demonstrated singular public-spirited motives and increased the public's understanding of one of America's most pressing domestic problems."

This commendation is the fourth major award received by "The American Revolution of '63," an NBC News program broadcast Sept. 2, 1963. The National Conference of Christians and Jews gave the program an Annual Mass Media Brotherhood Award, citing it as the best network documentary on television. The American Civil Liberties Union and the National Association for the Advancement of Colored People both commended the program as being of "historic significance" and "educational value" to the civil rights movement.

An NBC-TV Network affiliated station, WBAP-TV in Fort Worth, Tex., and an NBC Radio Network affiliate, WSB in Atlanta, Ga. also were announced as winners of Sigma Delta Chi Awards.

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WBAP-TV was cited for its report of "President John F. Kennedy's Only Visit to Texas" which was characterized, said the judges, by "the highest standards of journalistic excellence."

The radio public service award to WSB was for a series of programs on traffic control that brought the opening of a needed highway link months ahead of schedule.

The complete text of the judges' citation for the award to "The American Revolution of '63" follows:

"NBC enlarged the scope of television journalism by illuminating the American Negro's struggle for freedom and equal rights in a three-hour documentary investigation, distinguished by its extraordinary thoroughness, objectivity, insight and drama. By broadcasting an unsponsored program of such dimension on 171 stations during evening-viewing hours, NBC demonstrated singular public-spirited motives and substantially increased the public's understanding of one of America's most pressing domestic problems -- the civil rights revolution."

Presentation of the Distinguished Service bronze medallions and plaques will be made at the annual Sigma Delta Chi Awards dinner to be held May 2 at Phoenix, Ariz.

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NBC-New York, 4/3/64





FROM THE NATIONAL BROADCASTING COMPANY

Thirty Rockefeller Plaza, New York, N. Y. 10020

TV TOO VALUABLE AN INSTRUMENT OF INFORMATION TO BE BARRED FROM  
ANY PRECINCT OPEN TO PUBLIC, STATES NBC'S JULIAN GOODMAN  
-- -- --  
Addresses Association for Professional Broadcasting Education

FOR RELEASE SUNDAY P.M., APRIL 5

CHICAGO, April 5 -- Julian Goodman, Vice President of NBC News, told the Association for Professional Broadcasting Education today that "television has proved itself too valuable an instrument of information to be barred arbitrarily from courtrooms, from legislative chambers or hearing rooms, or from any other precinct that is, or should be, open to the public."

Mr. Goodman was the luncheon speaker at the APBE's annual meeting in the Conrad Hilton Hotel here. His topic was "New Challenges in News."

Citing television's extensive coverage of events following the assassination of President Kennedy and the public's reaction to this flow of information -- "an impressive demonstration of strength and composure" -- Mr. Goodman said that "television and the public alike, it seems to me, have proved their maturity beyond any dispute."

"It can no longer be reasonably argued that television, and by inference the public at large, do not have the judgment and responsibility to be permitted access to events that are otherwise open to the press. Nor can it be maintained that our cameras, which were permitted inside the UN General Assembly during the missile crisis and inside the church during the funeral of President Kennedy, are too

(more)



distracting to be allowed to cover the Senate hearing of the Bobby Baker case. It is ironic that some of those who still insist that television should be denied access to certain news events have cited its coverage of three developments related to the assassination of the President. It is worth examining our reporting of these developments -- the arrest of Lee Harvey Oswald, the murder of Oswald and the conclusion of the trial of Jack Ruby -- to discover what bearing they have on the question of television access to the news.

"At the time of the arrest of Lee Oswald, television reported the statements issued and the facts made public by the law enforcement agencies regarding the investigation of the assassination, the apprehension of Oswald and the evidence leading to his arraignment. This information was carried by all news media -- newspapers and wire services, as well as broadcasting -- and television would have been derelict in its responsibilities if it had undertaken to withhold from its reporting the information thus publicly released to all media.

"The shooting of Oswald, I need hardly point out, was not the responsibility of television newsmen. Whether television or the other media should have been present in the Dallas courthouse basement may be a debatable question. But once the decision to admit them had been made by law enforcement officials, then it was up to those authorities to provide the proper security for their prisoner. This is simply a matter of checking newsmen's credentials..."

Mr. Goodman pointed out that during the Ruby trial, live television was admitted to the courtroom only once -- to cover the reading of the verdict. After the verdict was read and the trial concluded, TV cameras covered the press conferences held by the defense counsel inside the courtroom and the prosecution outside it.

(more)





"It is not for me to say whether these conferences detracted from the dignity of the court or the legal profession," he said, "but I should point out to those who are unaware of it that such conferences were a twice daily occurrence throughout the trial. Live television did not create them; it simply reported them on the one occasion it was present."

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NBC-4/3/64



## NBC TELEVISION NETWORK NEWS

JOEY BISHOP (IN HOLLYWOOD) AND E.G. MARSHALL (IN NEW YORK)  
TO BE CO-HOSTS AND EMCEES FOR 'THE EMMY AWARDS' SHOW

FOR RELEASE MONDAY, APRIL 6

Joey Bishop, star of NBC-TV's "The Joey Bishop Show," and E. G. Marshall, star of "The Defenders," will be co-hosts and masters of ceremonies for the 16th annual presentation of "The Emmy Awards" during the NBC-TV Network special of Monday, May 25 (10-11:30 p.m. EDT), it was announced today by Mort Werner, President of the National Academy of Television Arts and Sciences.

Bishop will preside at the origination from the Palladium in Hollywood and Marshall will be host for the New York portion of the awards telecast from the Music Hall at the Texas Pavilions of the New York World's Fair.

Bishop served as emcee for "The Emmy Awards" shows in 1961 and 1963. Marshall won Emmy Awards in 1962 and 1963 for his portrayal of lawyer Lawrence Preston in "The Defenders," in the category of "Outstanding Continued Performance by an Actor in a Series."

Bob Finkel will be the executive producer of "The Emmy Awards" show which will mark its 10th consecutive year on NBC-TV with the May 25 telecast.

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FRANK BLAIR AND NANCY DICKERSON WILL INTRODUCE  
CHERRY BLOSSOM PRINCESSES AT WASHINGTON FETE

Frank Blair, host of NBC-TV's "Sunday" program, and Nancy Dickerson, NBC News' Washington correspondent, will introduce the Cherry Blossom Princesses and their Congressional escorts at the Cherry Blossom Committee's luncheon and fashion show April 8 at the Sheraton Park Hotel in Washington, D. C.

This event will open the week-long Washington Cherry Blossom Festival and will be the first public appearance for the princesses. There will be 52 princesses -- representing the 50 states, Guam and Puerto Rico -- each escorted by a Senator or representative from her state.

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BILL DANA CLICKING WITH NIGHTCLUB DATES

Bill Dana (Jose Jimenez of "The Bill Dana Show"), now playing a nightclub engagement at the Nugget in Sparks, Nev., has broken all seasonal attendance records there.

Dana opened March 26 and closes April 8. He will move to the Fairmont Hotel in San Francisco for a two-week engagement beginning April 14.

Between shows, he is preparing material for "The Bill Dana Show," which returns to NBC-TV next Fall in a new Sunday time (8:30-9 p.m. NYT). Currently, the show is telecast Sundays at 7:30 p.m. NYT.

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NBC-New York, 4/3/64



FRANK BLAIR AND RALPH TROTTMAN WITH INTRODUCER

CHERRY BLOSSOM PRODUCTION AT WASHINGTON HOTEL

Frank Blair, host of NBC-TV's "Sunday" program, and Ralph

Trotman, NBC News Washington correspondent, will introduce the

Cherry Blossom Production and their organizational efforts at the

Cherry Blossom Committee's luncheon and reception show April 6 at the

Washington Park Hotel in Washington, D. C.

This event will open the week-long Washington Cherry Blossom

celebration and will be the first public appearance for the production.

There will be 50 performances -- representing the 50 states, each with

its flag -- each escorted by a band of representatives from that

state.

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BILL DANA FLOCKING WITH NIGHTCLUB PATRONS

Bill Dana (Jose Jimenez of "The Bill Dana Show"), who played

nightclub engagement at the Market in Chicago, Nov., has broken his

usual attendance record there.

Dana opened March 26 and closed April 1. He will make his

first appearance at the 500 Franklin for a two-week engagement beginning

April 14.

Between shows, he is producing material for "The Bill Dana

show," which returns to NBC-TV next fall in a new Sunday time

slot (8-9 p.m. EST). Currently, the show is featured Sunday at 7:30

EST.

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APRIL 1964

SIGNIFICANT PRAISE GIVEN TO THE NBC RADIO NETWORK  
BY EXECUTIVE COMMITTEE REPRESENTING AFFILIATES

CHICAGO, April 6 -- Significant praise has been given to the NBC Radio Network by the Executive Committee representing the radio stations affiliated with the National Broadcasting Company:

"We are well aware of NBC Radio's unquestioned leadership in news, sales and programming, especially since the programming changes in 1960. But we are more elated -- particularly because of the close cooperation we've had -- over the outstanding improvement of the entire network's services in just the last year. We say 'Thank you' and tell you that the affiliates we represent will be 'tickled to death' to receive this committee's report."

The statement was made yesterday by Lyell Bremser (KFAB, Omaha), Chairman of the NBC Radio Affiliates Executive Committee, following a progress report to the committee by NBC Radio at the Ambassador West Hotel. Presentation of the report was one of the activities on the NBC agenda during the National Association of Broadcasters convention here.

NBC executives taking part were: Robert W. Sarnoff, Chairman of the Board; David C. Adams, Senior Executive Vice President; William K. McDaniel, Executive Vice President in charge of the NBC Radio Network; William R. McAndrew, Executive Vice President in charge of NBC News; Tom Knode, Vice President, Station Relations; Marion Stephenson, Vice President, Administration, Radio Network; Robert Wogan, Vice President, Programs, Radio Network; Julian Goodman, Vice President, News; Harry Bannister, NBC; Donald Mercer, Director, Station Relations; Robert C.

(more)



## 2 - Affiliates

Hitchens, Director, Sales Planning, Radio Network; Rex Goad, Director, News; Ludwig Simmel, Manager, Sales Services, Radio Network, and Jack Bernstein, Manager, Sales Presentations, Radio Network.

Members of the NBC Radio Affiliates Executive Committee taking part were Mr. Bremser, John B. Tansey, WRVA, Richmond, Va., Vice Chairman; Thomas S. Carr, WBAL, Baltimore, Md., Secretary; Les Biederman, WTCM, Traverse City, Mich.; Gustave K. Brandborg, KVOO, Tulsa, Okla.; Robert J. Rich, WSDM, Duluth, Minn., and newly appointed committee member Carl George, WGAR, Cleveland.

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NBC-2/6/64





CARL GEORGE (WGAR, CLEVELAND) APPOINTED TO EXECUTIVE  
COMMITTEE REPRESENTING NBC RADIO NETWORK AFFILIATES

CHICAGO, April 6 -- Carl George, Vice President and General Manager of radio station WGAR, Cleveland, has been appointed to the Executive Committee representing the radio stations affiliated with the National Broadcasting Company.

Appointment of Mr. George was announced yesterday by Lyell Bremser, Chairman of the committee. Mr. Bremser, who is Vice President and General Manager of KFAB, Omaha, said Mr. George succeeds Thomas Barnes, Executive Vice President and General Manager, WDAY, Fargo, N. D., who resigned the committee post.

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# NBC TELEVISION NETWORK NEWS

April 6, 1964

NOMINATIONS FOR EMMY AWARDS TO BE ANNOUNCED APRIL 28;  
CATEGORIES ARE LISTED FOR HONORS TO BE PRESENTED  
ON NBC 90-MINUTE SPECIAL TELECAST OF MAY 25

April 28 will be "N" Day for the 1963-1964 Emmy Awards, when the National Academy of Television Arts and Sciences announces the list of nominations for this year's Emmys, it was announced today by Mort Werner, President of the academy.

The nominations will have been selected by the National Awards Committee, representing all of the nine chapters of the academy, and ratified by the board of trustees during five days of meetings. The trustees' meetings, which will be held at the Savoy-Hilton Hotel in New York, will begin on April 22. The nominations of outstanding achievements are based on entries from the almost 6,000 members of the academy in the nine chapter cities.

The 16th annual Emmy Awards will be presented during "The Emmy Awards" special telecast on NBC-TV Monday, May 25 (10-11:30 p.m. EDT). Twenty-seven categories for outstanding achievement have been selected, including honors for programs, performances, directing, writing, cinematography, electronic photography and film editing. The International Award and the Station Award, two special awards which were created last year, will be presented again this year.

"The Emmy Awards" show will originate at the Music Hall of the Texas Pavilions at the New York World's Fair and at the Palladium in Hollywood. E. G. Marshall and Joey Bishop will be the hosts for the East and West Coast respectively.

(more)





Sponsors of the telecast will be Timex Watches and Libby, McNeill & Libby. Following is a list of Emmy Award categories for 1963-64:

1. THE PROGRAM OF THE YEAR  
(That program, created originally or fully adapted for television, which is considered to be the most outstanding presentation during the awards period. Such a program may be either one of a series or an individual presentation, either entertainment, public service or coverage of a news-worthy event.)
2. OUTSTANDING PROGRAM ACHIEVEMENT IN THE FIELD OF COMEDY  
(A special program, one of a series, or a series)
3. OUTSTANDING PROGRAM ACHIEVEMENT IN THE FIELD OF DRAMA  
(A special program, one of a series, or a series)
4. OUTSTANDING PROGRAM ACHIEVEMENT IN THE FIELD OF MUSIC  
(A special program, one of a series, or a series)
5. OUTSTANDING PROGRAM ACHIEVEMENT IN THE FIELD OF VARIETY  
(A special program, one of a series, or a series)
6. OUTSTANDING PROGRAM ACHIEVEMENT IN THE FIELD OF CHILDREN'S PROGRAMMING  
(A special program, one of a series, or a series)
7. OUTSTANDING ACHIEVEMENT IN THE FIELD OF DOCUMENTARY PROGRAMS  
(A special program, one of a series, or a series)
8. OUTSTANDING ACHIEVEMENT IN THE FIELD OF NEWS REPORTS  
(A special program, one of a series, or a series)
9. OUTSTANDING ACHIEVEMENT IN THE FIELD OF NEWS COMMENTARY OR PUBLIC AFFAIRS  
(A special program, one of a series, or a series)
10. OUTSTANDING SINGLE PERFORMANCE BY AN ACTOR IN A LEADING ROLE  
(A special program, one of a series)
11. OUTSTANDING SINGLE PERFORMANCE BY AN ACTRESS IN A LEADING ROLE  
(A special program, one of a series)
12. OUTSTANDING CONTINUED PERFORMANCE BY AN ACTOR IN A SERIES (LEAD)
13. OUTSTANDING CONTINUED PERFORMANCE BY AN ACTRESS IN A SERIES (LEAD)
14. OUTSTANDING PERFORMANCE IN A SUPPORTING ROLE BY AN ACTOR  
(A special program, one of a series, or a series)
15. OUTSTANDING PERFORMANCE IN A SUPPORTING ROLE BY AN ACTRESS  
(A special program, one of a series, or a series)
16. OUTSTANDING PERFORMANCE IN A VARIETY OF MUSICAL PROGRAM OR A SERIES  
(A special program, one of a series, or a series)

(more)





3 - Emmy Awards

OUTSTANDING ACHIEVEMENT IN COMPOSING ORIGINAL MUSIC FOR TELEVISION  
(A special program, one of a series, or a series)

18. OUTSTANDING ACHIEVEMENT IN ART DIRECTION AND SCENIC DESIGN  
(A special program, one of a series, or a series)

19. OUTSTANDING WRITING ACHIEVEMENT IN DRAMA - ORIGINAL  
(A special program or one of a series)

20. OUTSTANDING WRITING ACHIEVEMENT IN DRAMA - ADAPTATION  
(A special program or one of a series)

21. OUTSTANDING WRITING ACHIEVEMENT IN COMEDY OR VARIETY  
(A special program or one of a series)

22. OUTSTANDING DIRECTORIAL ACHIEVEMENT IN DRAMA  
(A special program or one of a series)

23. OUTSTANDING DIRECTORIAL ACHIEVEMENT IN COMEDY  
(A special program, one of a series, or a series)

24. OUTSTANDING DIRECTORIAL ACHIEVEMENT IN VARIETY  
(A special program, one of a series, or a series)

25. OUTSTANDING ACHIEVEMENT IN CINEMATOGRAPHY FOR TELEVISION  
(Any type or length filmed program or series)

26. OUTSTANDING ACHIEVEMENT IN ELECTRONIC PHOTOGRAPHY  
(Any type or length program or series, live or taped)

27. OUTSTANDING ACHIEVEMENT IN FILM EDITING FOR TELEVISION  
(Any type or length filmed program or series)

THE INTERNATIONAL AWARD

THE STATION AWARD

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NBC-New York, 4/6/64



April 6, 1964

HOW NBC NEWS WILL COVER FUNERAL RITES  
FOR GENERAL OF THE ARMY MacARTHUR

Funeral rites for General of the Army Douglas MacArthur in New York, Washington and Norfolk, Va., will be covered by the NBC-TV Network starting Tuesday morning, April 7.

The "Today" program will televise the scene when General MacArthur's body lies in state at the Seventh Regiment Armory, New York, on Tuesday in three pick-ups during the 7-9 a.m. EST program. The live segments will be seen between 7:50 and 8 a.m., 8:20 and 8:30 and 8:50 and 9 a.m. Coverage from the armory also will be seen during the program's 8 a.m. and 8:30 a.m. news segments.

NBC-TV will also present continuous coverage from the armory from 9-10 a.m. EST Tuesday, when members of the family, friends, and diplomatic, civil and military dignitaries will file past the bier.

On Wednesday, April 8, the general's body will be returned to Washington. NBC-TV coverage will begin at approximately 8:45 a.m. EST as the funeral cortege arrives at New York's Pennsylvania Station from the armory. Lieut. General Garrison H. Davidson, Commander of the First Army, will lead the procession of about 2,700 military personnel, including West Point cadets, and members of the family and dignitaries. The coffin will be borne on a horse-drawn caisson.

NBC-TV's coverage on Wednesday will continue in Washington at about 2:45 p.m. EST as the procession moves to the Capitol Rotunda, where the general's body will lie in state until noon Thursday. President Johnson will lead the escort to the Capitol, where a military ceremony will be held.

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On Thursday afternoon, April 9, the coffin will be flown to Norfolk, where the general's body will lie in state until Saturday morning in the MacArthur Memorial. Plans for NBC-TV coverage from Norfolk will be announced shortly.

The NBC Radio Network will cover the funeral ceremonies in a series of special broadcasts on Tuesday, April 7, and Wednesday, April 8.

On Tuesday, from 9:30 to 10 a.m. (EST), NBC Radio will broadcast from the Seventh Regiment Armory in New York as members of the family, close friends and dignitaries file past the bier. NBC News correspondent Edwin Newman will be anchorman and Joseph Michaels the reporter for this program.

On Wednesday, NBC Radio will cover the procession from the armory to Pennsylvania Station in broadcasts from 8:05 to 8:25 a.m. and from 8:45 to 9 a.m. EST. Joseph Michaels and Charles Quinn will be the reporters.

On Wednesday afternoon, NBC Radio will continue its coverage with reports from Washington, D. C. from 1:35 to 2 p.m., from 2:35 to 2:50 p.m. and from 3 to 3:45 p.m. EST as the funeral procession moves from the Washington station to the Capitol Rotunda, where a military ceremony will be held. NBC News correspondents Robert McCormick and Richard Harkness will report from Washington.

\* \* \*

FILMED HIGHLIGHTS OF GENERAL MacARTHUR'S CAREER

PRESENTED ON VARIOUS NBC-TV PROGRAMS;

TWO SPECIALS ON NBC RADIO

Filmed highlights of the long and distinguished career of General of the Army Douglas MacArthur, who died Sunday afternoon, April 5, were presented in a fifteen-minute obituary on the NBC-TV Network Sunday night at 11:15 p.m. EST.

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The film, "Douglas MacArthur: 1880-1964," was repeated on NBC-TV's "Today" program this morning (Monday, April 6, during the 7:30-8 a.m. segment of the 7-9 a.m. EST program). The film began with views of MacArthur's childhood, and included pictures of his graduation from West Point at the head of his class, his roles in World War I and World War II and the Korean War, and excerpts of his speech before the joint houses of Congress on April 19, 1951, after he was relieved of his commands in the Far East by President Truman.

Frank Blair, host of NBC-TV's "Sunday" program, also paid tribute to General MacArthur in a picture segment recalling highlights of the general's career, on the "Sunday" telecast of April 5 (4:30 to 5 p.m. EST).

The NBC Radio Network presented two special programs in tribute to General Douglas MacArthur on Sunday, April 5. The first program, which followed a period of appropriate music after the announcement of the general's death, ran from 3:15 to 3:30 p.m. EST and was narrated by Charles Quinn of NBC News.

A second obituary, "Douglas MacArthur--American Soldier," narrated by NBC News Washington correspondent Bryson Rash, was broadcast from 7:05 to 7:30 p.m. EST.

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NBC-New York, 4/6/64



## NBC TRADE NEWS

April 6, 1964

NBC NEWS 15-MINUTE FILM ON GENERAL MacARTHUR'S CAREER IS BEING OFFERED ABROAD BY NBC INTERNATIONAL; MANILA FIRST TO ORDER IT

A 15-minute film produced by NBC News highlighting the career of the late General Douglas MacArthur has been distributed abroad by NBC International, and was to be shown today in Manila.

The first to order the film, Manila also acquired from NBC International the hour-long program titled "Douglas MacArthur: The General," one of the "Perspective on Greatness" series distributed overseas by NBC International.

Besides Manila, the 15-minute film on General MacArthur was also rushed to NBC International offices in London, Sydney, Mexico City and Tokyo.

The distinguished military hero died Sunday afternoon in Walter Reed Hospital in Washington.

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## NBC TELEVISION NETWORK NEWS

April 6, 1964

"DU PONT SHOW OF WEEK" TO PRESENT NBC NEWS CREATIVE PROJECTS SPECIAL  
ABOUT BROOKLYN TEACHERS' WORK WITH THE CULTURALLY DEPRIVED CHILD

The real-life story of a dedicated group of teachers facing the challenge of educating the culturally deprived child will be examined in "Incident on Wilson Street," a "Du Pont Show of the Week" actuality program Sunday, May 3 (10-11 p.m. EDT) on the NBC-TV Network.

Bill Jersey is producer and Phil Burton associate producer of this presentation of Creative Projects, NBC News, for which Irving Gitlin is executive producer.

Jersey took his cameras to P. S. 16 in the Williamsburg section of Brooklyn, N. Y., located in a crowded neighborhood where the task of the teacher is a particularly challenging one. The focus is on nine fifth-graders as they go about their classroom work and also in their many experiences in the All Day Neighborhood School program (ADNS), where their regular classroom work is augmented and enriched. In ADNS, pupils are given the opportunity to work creatively in small groups with a teacher.

Midway through the filming of the experiences of the pupils and their two teachers -- 19-year-old Sheryl Serper, in her first year of teaching, and 25-year-old Pegi Gorelick, who has been teaching for six years -- a startling incident occurred which changed the entire focus of attention.

(more)



One of the students scratched and pushed teacher Sheryl Serper and the remainder of this real-life story is devoted to the emotional and personal adjustments to the incident by both teacher and pupils. The classroom hostilities and tensions, and the eventual success achieved in bringing a meaningful and positive classroom result from the incident, are pictured.

"Incident on Wilson Street" will be directed and written by producer Jersey.

---NBC-TV PROGRAM HIGHLIGHT MAY 3---

DU PONT SHOW OF THE WEEK -- "Incident on Wilson Street." A real-life program about a dedicated group of Brooklyn, N. Y., fifth-grade teachers working with the culturally deprived child.

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NBC-New York, 4/6/64







April 6, 1964

CANTINFLAS WILL APPEAR ON NBC-TV'S "OPENING NIGHT AT WORLD'S FAIR"  
SPECIAL AS UNOFFICIAL GOOD WILL ENVOY "OF ALL AMERICAS"--  
AND REFUSES FEE FOR HIS PARTICIPATION

Cantinflas's love for his native Mexico, and a life-long belief in the brotherhood of nations, were the chief factors that prompted the international star to agree to make his first TV appearance on-location in the U. S., said Bob Bendick, producer of NBC-TV's "Opening Night at the World's Fair" color special.

As announced, the world-famous Mexican actor will guide viewers on a tour of the Mexican Pavilion and the pavilions of other governments in the International Area of the New York World's Fair during the 90-minute NBC-TV special Wednesday, April 22 (7:30-9 p.m. EST).

"The Fair's theme of 'Peace through Understanding,' and the many countries of the world that will be represented in the International Area of the exposition, were additional reasons that made our invitation to Cantinflas acceptable," Bendick said. "Cantinflas, one of the most highly-paid entertainers in the world, has refused a fee to appear on our show. Instead, the great comedian will be an unofficial representative of his country, and of all the Americas -- an ambassador of good will."

During his tour of the pavilions, Cantinflas will wear his traditional baggy costume and will give most of his performance in pantomime.

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# NBC NEWS ELECTION YEAR '64

April 6, 1964

NBC NEWS TO COVER WISCONSIN PRIMARY WITH TV SPECIAL

NBC News will cover the Wisconsin Presidential primary election Tuesday, April 7 with a special program on the NBC-TV Network (including WNBC-TV) from 11:15 to 11:30 p.m. EST, it was announced today by Robert Northshield, General Manager of NBC News, who is in charge of NBC's political coverage this election year.

NBC News' Chicago correspondent Floyd Kalber will be anchor man, and correspondent Sander Vanocur, assigned as a roving political reporter, will discuss and interpret the results. The program, produced by Chet Hagan, will originate in the Milwaukee Journal Building in Milwaukee through the facilities of WTMJ-TV, NBC's affiliate there.

The Wisconsin election is of national interest because Governor George C. Wallace of Alabama is testing, in the Democratic primary, the popularity of his opposition to the Administration's civil rights program. His opponent is Wisconsin's Governor John W. Reynolds.

Representative John W. Byrnes of Wisconsin is running unopposed as a favorite son in the Republican Presidential primary, the major candidates having agreed to stay out to avoid a primary fight.

The election is an open primary in which voters of either party may cross over and vote for candidates of either party. The important question is how significant a vote Governor Wallace can pull. Political

(more)



reports have mentioned the possibility that some Republicans will cross over and vote for Wallace because they agree with his stand on civil rights or just to embarrass the Democrats.

Wallace has said that he will have proved his point if he gets 25,000 to 30,000 votes. Reynolds has said that if Wallace gets as many as 100,000 votes, it will be embarrassing to the state. Fifty thousand votes would be 10 per cent of the expected Democratic vote.

NBC News' tabulation panels will show the votes for Wallace, Reynolds and Byrnes.

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NBC-New York, 4/6/64





"THE AMERICAN REVOLUTION '63" NBC NEWS 3-HOUR TV SPECIAL  
TO BE HONORED BY THE WOMEN'S LEAGUE FOR ISRAEL

"The American Revolution '63," the precedent-setting, three-hour study of the civil rights issue produced by NBC News, will be honored by the Women's League for Israel at its 36th annual luncheon at the New York Hilton Hotel April 14.

A citation of merit from the league will be presented to the National Broadcasting Company "in recognition of the public service performed for the nation in presenting 'The American Revolution '63,' a significant history of the struggle for civil rights."

Frank McGee, who narrated the program, will accept the citation for NBC.

"The American Revolution '63" was telecast on the NBC-TV Network Monday, Sept. 2, 1963. It was co-produced by Robert Northshield, General Manager, NBC News, and Chet Hagan.

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NBC-New York, 4/6/64



NBC COLOR TELEVISION NEWS



NBC-TV NETWORK COLOR BROADCAST SCHEDULE

For May, 1964 (All Times EDT)

Mondays through Fridays

10:30-11 a.m. -- "Merv Griffin's Word for Word"  
11:30 a.m.-12 noon -- "Jeopardy"  
12 noon-12:30 p.m. -- "Your First Impression"  
12:30-12:55 p.m. -- "Truth or Consequences"  
2-2:25 p.m. -- "Let's Make a Deal"  
3:30-4 p.m. -- "You Don't Say!"  
11:15 p.m.-1 a.m. -- "The Tonight Show Starring Johnny Carson."  
NOTE: Program will be telecast 11:30 p.m.-1 a.m. on May 25.

Friday, May 1

8:30-9:30 p.m. -- "Bob Hope Presents the Chrysler Theatre"  
10-11 p.m. -- "The Jack Paar Program"

Saturday, May 2

9:30-10 a.m. -- "The Ruff 'n' Reddy Show"  
10-10:30 a.m. -- "The Hector Heathcote Show"  
12 noon-12:30 p.m. -- "The Bullwinkle Show"  
8:30-9 p.m. -- "The Joey Bishop Show"  
9 p.m.-to conclusion -- "Saturday Night at the Movies"

Sunday, May 3

4-5:30 p.m. -- "12th Annual Golf Tournament of Champions"  
5:30-6 p.m. -- "G-E College Bowl"  
6-6:30 p.m. -- "Meet the Press"  
7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color"  
9-10 p.m. -- "Bonanza"

Monday, May 4

7:30-9:30 p.m. -- "Monday Night at the Movies"  
10-11 p.m. -- "Sing Along with Mitch"

Tuesday, May 5

8:30-9 p.m. -- "You Don't Say!"  
10-11 p.m. -- "Bell Telephone Hour"

(more)





2 - NBC-TV May Color Schedule

Wednesday, May 6

7:30-9 p.m. -- "The Virginian"

Thursday, May 7

9:30-10 p.m. -- "Hazel"

10-11 p.m. -- "Kraft Suspense Theatre"

Friday, May 8

8:30-9:30 p.m. -- "Bob Hope Presents the Chrysler Theatre"

10-11 p.m. -- "The Jack Paar Program"

Saturday, May 9

9:30-10 a.m. -- "The Ruff 'n' Reddy Show"

10-10:30 a.m. -- "The Hector Heathcote Show"

12 noon-12:30 p.m. -- "The Bullwinkle Show"

8:30-9 p.m. -- "The Joey Bishop Show"

Sunday, May 10

5:30-6 p.m. -- "G-E College Bowl"

6-6:30 p.m. -- "Meet the Press"

7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color"

9-10 p.m. -- "Bonanza"

10-11 p.m. -- "American Spectacle," repeat of special program.

Monday, May 11

7:30-9:30 p.m. -- "Monday Night at the Movies"

10-11 p.m. -- "Sing Along with Mitch"

Tuesday, May 12

10-11 p.m. -- "The Andy Williams Show"

Wednesday, May 13

7:30-9 p.m. -- "The Virginian"

Thursday, May 14

9:30-10 p.m. -- "Hazel"

10-11 p.m. -- "Kraft Suspense Theatre"

Friday, May 15

10-11 p.m. -- "The Jack Paar Program"

(more)



3 - NBC-TV May Color Schedule

Saturday, May 16

9:30-10 a.m. -- "The Ruff 'n' Reddy Show"  
10-10:30 a.m. -- "The Hector Heathcote Show"  
12 noon-12:30 p.m. -- "The Bullwinkle Show"  
8:30-9 p.m. -- "The Joey Bishop Show"  
9 p.m.-to conclusion -- "Saturday Night at the Movies"

Sunday, May 17

5:30-6 p.m. -- "G-E College Bowl"  
6-6:30 p.m. -- "Meet the Press"  
7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color"  
9-10 p.m. -- "Bonanza"  
10-11 p.m. -- "Du Pont Show of the Week"

Monday, May 18

7:30-9:30 p.m. -- "Monday Night at the Movies"  
10-11 p.m. -- "Sing Along with Mitch"

Tuesday, May 19

10-11 p.m. -- "Bell Telephone Hour"

Wednesday, May 20

7:30-9 p.m. -- "The Virginian"

Thursday, May 21

9:30-10 p.m. -- "Hazel"

Friday, May 22

8:30-9:30 p.m. -- "Bob Hope Presents the Chrysler Theatre"  
10-11 p.m. -- "The Jack Paar Program"

Saturday, May 23

9:30-10 a.m. -- "The Ruff 'n' Reddy Show"  
10-10:30 a.m. -- "The Hector Heathcote Show"  
12 noon-12:30 p.m. -- "The Bullwinkle Show"  
8:30-9 p.m. -- "The Joey Bishop Show"  
9 p.m.-to conclusion -- "Saturday Night at the Movies"

Sunday, May 24

5:30-6 p.m. -- "G-E College Bowl"  
6-6:30 p.m. -- "Meet the Press"  
7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color"  
9-10 p.m. -- "Bonanza"  
10-11 p.m. -- "The River Nile," a special repeat program.

Monday, May 25

7:30-9:30 p.m. -- "Monday Night at the Movies"

(more)



4 - NBC-TV May Color Schedule

Wednesday, May 27

7:30-9 p.m. -- "The Virginian"

Thursday, May 28

9:30-10 p.m. -- "Hazel"

10-11 p.m. -- "Kraft Suspense Theatre"

Friday, May 29

8:30-9:30 p.m. -- "Bob Hope Presents the Chrysler Theatre"

10-11 p.m. -- "The Jack Paar Program"

Saturday, May 30

9:30-10 a.m. -- "The Ruff 'n' Reddy Show"

10-10:30 a.m. -- "The Hector Heathcote Show"

12 noon-12:30 p.m. -- "The Bullwinkle Show"

8:30-9 p.m. -- "The Joey Bishop Show"

Sunday, May 31

5:30-6 p.m. -- "G-E College Bowl"

6-6:30 p.m. -- "Meet the Press"

7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color"

9-10 p.m. -- "Bonanza"

10-11 p.m. -- "Du Pont Show of the Week"

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NBC-New York, 4/6/64





PR 14  
FROM THE NATIONAL BROADCASTING COMPANY

Thirty Rockefeller Plaza, New York, N. Y. 10020

JACK TRACY  
ROOM 320

April 7, 1964

2-X-H

ROBERT W. SARNOFF TO PRESENT FIRST ELECTRONICS

MERIT BADGE OF BOY SCOUTS OF AMERICA

Presentation of the first Electronics Merit Badge of the Boy Scouts of America will be made in New York by Robert W. Sarnoff, Chairman of the Board of the National Broadcasting Company, at a luncheon Wednesday, April 8.

The luncheon, to be held in the Grand Ballroom of the Waldorf-Astoria Hotel, will conclude with ceremonies in which executives of the advertising, publishing and entertainment industries will be the leading participants. The event is under the auspices of the Greater New York Councils of the Boy Scouts of America, of which Mr. Sarnoff is Vice President.

About 20 Scouts who pioneered in the work will attend, with one of them selected to receive the award for all.

The creation of the Electronics Merit Badge has had interesting origins. The first step was a series of meetings several years ago between Keith Peaslee, Director of Boy Scouting Service for the National Council, and a group of Scouters who are electronics experts at the David Sarnoff Research Center of RCA in Princeton, N. J. Discussions were held on possible requirements for the award, and electronics men in various parts of the country were then surveyed for their opinions.

In 1962, Dr. George H. Brown, Vice President, Research and Engineering, RCA, requested George F. Maedel, President of RCA Institutes, to assign some of his staff to develop a proposed set of requirements and to lend assistance in preparing the pamphlet upon approval of the Badge. Mr. Maedel made available all the home study

(more)



## 2 - Electronics Merit Badge

courses of the Institutes. He arranged also for the advice and counsel of Major General George L. Van Deusen, U. S. Army (Ret.), Past President of the Institutes; Jack W. Friedman, Director of the Home Study School, and Jack Lilenfeld, an active Scouter who is an instructor at the Institutes.

The requirements were developed by them and, after some revisions, were approved by the National Executive Board of the Scouts in December, 1962.

Following are the requirements for the Electronics Merit Badge:

1. (a) Show how to read a schematic diagram.  
(b) Draw a simple circuit and label all components using correct schematic symbols. Circuit should include components such as resistors, capacitors, transistors, or tubes.  
(c) Explain the purpose of the components in your circuit.
2. (a) Explain the proper method of soldering and unsoldering electronic parts.  
(b) On a chassis or breadboard, wire the circuit that you drew in Requirement 1.  
(c) Explain to your counselor how to avoid heat damage to the components.
3. Do one of the following requirements:  
(a) Remote-control application: Explain how you can use an electronic circuit for remote control. Suggested circuits: use of an electric eye in opening doors; use of switch and relay with a transistor circuit to control the starting, coasting, and braking effects in a model train system; use of a transmitter to control

(more)





### 3 - Electronic Merit Badge

the flight of a model plane; use of a simple audio oscillator to control a toy electronic organ. Build the device using purchased parts or in kit form.

- (b) Electronic brain application: Explain the binary system of numbers. Make up and work out five problems in addition and subtraction and bring them to your counselor. Convert the binary to the decimal system. Build a simple flip-flop circuit, using either transistors or tubes. Demonstrate the circuit for your counselor.

4. Discuss with your counselor the job opportunities in the field of electronics.

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NBC-New York, 4/7/64



## NBC TRADE NEWS

NBC AWARDS 25-YEAR AFFILIATION PLAQUES TO TWO MINNESOTA

STATIONS: KROC, ROCHESTER, AND KYSM, MANKATO

Presentation Made During NAB Convention in Chicago

CHICAGO, April 7 -- Two radio stations affiliated with the NBC Radio Network were awarded plaques today in recognition of each station's 25 years of broadcasting in the public interest as an affiliate of NBC. Presentation was made by Tom Knode, Vice President, Station Relations, NBC, at the Blackstone Hotel.

The stations, which became affiliated with NBC on March 6, 1939, are KROC, Rochester, Minn., and KYSM, Mankato, Minn.

Accepting the plaques were G. David Gentling, President, KROC and Robert DeHaven, General Manager, KYSM.

The presentation was one of the NBC activities during the current National Association of Broadcasters Convention here.

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NBC-4/7/64



## NBC TRADE NEWS

April 7, 1964

BROADCASTERS IN AUSTRALIA BUY NBC NEWS' TV COLOR PROGRAM,

"CHANGING MATILDA: THE NEW AUSTRALIA"

Other Sales Also Reported by NBC International

NBC International last week sold the NBC News television special, "Changing Matilda: The New Australia" -- which was telecast in color on NBC-TV March 31 -- to Australian broadcasters for presentation there in August.

Produced by Gerald Green with Chet Huntley reporting, this program on modern Australia will be shown on Austarama's Channel 0 in Melbourne and later by United Telecasters in Sydney as well as in Adelaide, Brisbane, Perth and Hobart.

The sale was made through G. William Kreitner, Managing Director of NBC International (Australia) Pty. Ltd.

Other sales reported last week by NBC International included 186 additional hours of programming.

Radio Caracas in Venezuela ordered 39 half-hours each of "Not for Hire," "Hennesey," "Astro Boy," "King Leonardo" and "The Jim Backus Show."

Film Polski in Poland ordered 13 hours of "Bonanza" and seven of "87th Precinct," and four half-hours of "Danger Is My Business."

In Budapest, Hungarofilm ordered six additional hours of "Dr. Kildare," the half-hour "Wisdom" program on Picasso, and "Hurricane," a program in the "Show of the Week" NBC-TV series.

(more)





West Germany's ZDF network and Finland bought "Greece: The Golden Age." Norsk Rikskringkasting in Norway ordered "The Rise of Khrushchev" and "He Is Risen."

Associated Rediffusion in London ordered the remaining 12 hours of "The Richard Boone Show" series. Two more hours in this series were also sold in Sweden to Sveriges Radio in Stockholm.

In San Juan, P. R., Station WKAQ-TV ordered 30 hours of "87th Precinct." Channel 5 in Mexico City ordered "The Coming of Christ." Channel 4 in Torreon, Mexico, ordered 26 half-hours of "National Velvet."

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NBC-New York, 4/7/64





# NBC NEWS ELECTION YEAR '64

April 7, 1964

NBC NEWS MOBILIZES STAFF OF 2,800 FOR SWIFT, COMPLETE TV-RADIO  
COVERAGE OF PRESIDENTIAL-GUBERNATORIAL PRIMARY IN ILLINOIS

NBC News has mobilized a staff of 2,800 for fast and complete coverage of the Presidential and gubernatorial primary elections in Illinois Tuesday, April 14, Robert Northshield, General Manager of NBC News, announced today.

The coverage that night on NBC-TV will include a special program from 11:15 to 11:30 p.m. EST, as well as "flashcaster" reports as developments warrant.

Two special programs will be presented on NBC Radio, from 9:35 to 9:45 p.m. EST and from 11:35 to 11:45 p.m. EST. There also will be coverage on "NBC News-on-the-Hour" and other regular radio news programs.

Reporters will be assigned to every voting precinct in Cook County, outside of Chicago, and to every precinct in six other important counties. This individual precinct coverage will include all precincts in the state which have voting machines, except for those in Chicago. In addition, NBC News will staff the remaining 95 counties in the state.

In Chicago, NBC will get election returns from the City News Bureau, which traditionally has represented all media there for many years

The staff of 2,800 will include tabulation workers at the state and county levels as well as the precinct and county reporters. It will

(more)





be under supervision of Frank J. Jordan, Manager of Election Planning, NBC News.

Frank McGee will be anchor man of the television special, which Chet Hagan will produce. Sander Vanocur, assigned as a roving political reporter, will discuss and interpret the results. Floyd Kalber of NBC News, Chicago, will interview local politicians. The program will originate in the studios of WNBQ, the NBC-owned Chicago station.

NBC News will use the vote-gathering-tabulating-projecting system which proved so effective in the New Hampshire primary that NBC led the other networks. After the returns have been phoned to the tabulating center at WNBQ, they will be teletyped electronically directly to RCA 301 computers in Camden and Cherry Hill, N. J., which will complete the tabulations and project the results.

Senators Barry M. Goldwater and Margaret Chase Smith are official candidates in the Republican Presidential primary. In addition to this contest, NBC News will count the write-in votes for Ambassador Henry Cabot Lodge, Governor Nelson A. Rockefeller and Richard M. Nixon. There are no candidates in the Democratic Presidential primary, but the NBC tabulation panels will show the write-in vote for President Johnson.

In the Republican gubernatorial primary, NBC will tabulate the vote for Charles H. Percy, State Treasurer William J. Scott and Lar "America First" Daly. Incumbent Governor Otto Kerner is running unopposed in the Democratic primary.

The radio coverage will be produced by James L. Molton, senior radio producer, NBC News, with Len O'Connor and Frank George of WMAQ, the NBC-owned Chicago radio station, as anchor men. Remote pickups are planned from the headquarters in Washington of Senators Goldwater and Smith.



FROM THE NATIONAL BROADCASTING COMPANY

Thirty Rockefeller Plaza, New York, N. Y. 10020

April 7, 1964

NBC NEWS CONTINUES COMPREHENSIVE TV AND RADIO  
COVERAGE OF RITES FOR GENERAL MacARTHUR

The funeral procession Wednesday morning, April 8, in which the body of General of the Army Douglas MacArthur will be taken from the Seventh Regiment Armory in New York to a Washington train at Pennsylvania Station, will be covered by NBC-TV starting at approximately 8:45 a.m. EST.

NBC-TV coverage on Wednesday will continue in Washington at about 2:45 p.m. EST as the cortege moves to the Capitol Rotunda, where the general's body will lie in state until noon Thursday. President Johnson will lead the escort to the Capitol, where a military ceremony will be held.

NBC-TV covered funeral rites this morning (April 7) for General MacArthur at the Seventh Regiment Armory during the "Today" program (7-9 a.m. EST) in a special full-hour NBC News program (9 to 10 a.m. EST).

"Today" reporter Paul Cunningham, at the armory, described the scene as members of the family, old friends and dignitaries arrived for a private funeral service. These reports were seen at approximately 7:50 a.m. and 8:50 a.m. and during the "Today" news segments.

The special program at 9 a.m. included a patriotic service conducted by clergymen of three faiths, and scenes of the various dignitaries paying their respects. There were also audio reports on reaction to General MacArthur's death from NBC News correspondents John Rich in Tokyo and Hal Bowie in Manila.

(more)





Bill Ryan was anchorman for the program, with Merrill Mueller reporting from the Armory.

\* \* \*

The NBC Radio Network will cover funeral rites for General of the Army Douglas MacArthur on Wednesday, April 8, in broadcasts from both New York and Washington, D. C., starting at approximately 8:05 a.m. (all times are EST).

A report on the funeral procession in New York from the Seventh Regiment Armory to Pennsylvania Station will be broadcast from 8:05 to 8:25 a.m. Coverage from the station will resume at about 8:45 a.m. and continue until the conclusion of events there. Joseph Michaels and Charles Quinn will be the reporters, and William Fitzgerald the anchorman, for the New York coverage.

On Wednesday afternoon, NBC Radio will continue its coverage with reports from Washington, D. C. Coverage of the procession from the station to the Capitol and ceremonies at the Capitol Rotunda will be broadcast from 1:50-2:15 p.m., from 2:35 to 2:50 p.m. and from 3 p.m. to conclusion of events at the Capitol. Robert McCormick and Richard Harkness will report from Washington.

NBC Radio reported on private services for the family and dignitaries at the Seventh Regiment Armory this morning (April 7) in a half-hour broadcast from 9:30-10 a.m. Edwin Newman was the anchorman and Joseph Michaels the reporter for this program.

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NBC-New York, 4/7/64





## NBC TRADE NEWS

April 7, 1964

### AMERICAN PLYWOOD ASSOCIATION TO SPONSOR NEW 'MONITOR' FEATURE, "AT HOME WITH HUGH DOWNS"

"At Home with Hugh Downs" will be a new NBC Radio "Monitor 64" feature beginning the weekend of May 2-3.

Sponsored by the American Plywood Association (through Cole & Weber Inc., Tacoma, Wash.), "At Home with Hugh Downs" will consist of five five-minute segments heard at various times throughout the "Monitor" weekend.

Hugh Downs is also host of NBC-TV's "Concentration" and "Today." In his "Monitor" feature, Downs will talk on such subjects as basic building, general housing, lighting, special architectural design, sound-proofing and termites.

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JACK TRACY  
ROOM 320

2-X-H

# NBC NEWS ELECTION YEAR '64

April 8, 1964

NBC-TV WAS ONLY NETWORK COVERING WISCONSIN PRIMARY  
WITH SPECIAL PROGRAMMING FROM THE SCENE

NBC-TV was the only network to cover the Wisconsin Presidential primary with special programming from the scene Tuesday, April 7 (11:15-11:30 p.m. EST).

NBC News' Chicago correspondent Floyd Kalber was anchorman for the special telecast and reported at that time that the vote for Alabama Governor George C. Wallace in the Democratic primary would exceed 21 per cent of the total vote cast.

Sander Vanocur, roving political reporter for NBC News, interviewed Governor Reynolds on the telecast. Reynolds, in discussing the vote for Wallace, commented that the Wallace forces had spent considerable amounts of money for their campaign and in view of the large expenditure, a vote total of slightly over 20 per cent was surprising in its smallness. Vanocur reported that Governor Wallace had been invited to appear on the telecast but had declined.

The Milwaukee coverage, which began in the early evening with election bulletins by Kalber from the Milwaukee Journal Building, was telecast through the facilities of WTMJ-TV, the NBC affiliate. The special program, "The Campaign and the Candidates," was part of the continuing NBC News coverage of key election year contests. It was produced by Chet Hagan.





April 8, 1964

NBC NEWS COVERAGE OF FINAL RITES FOR GEN. MacARTHUR

Final rites for General of the Army Douglas MacArthur in Norfolk, Va., Saturday, April 11, will be carried on the NBC Television and Radio Networks starting at 9:30 a.m. EST.

At that time, the body of General MacArthur will be taken from the MacArthur Memorial in Norfolk to St. Paul's Protestant Episcopal Church for services. Following the service, the body will be returned to the memorial for permanent entombment in the rotunda of the 114-year-old building that was the former courthouse and city hall. NBC Television and Radio Network coverage will continue to the conclusion of the funeral and burial ceremonies, which are expected to end at about 11 a.m. EST.

\* \* \*

NBC News' television and radio coverage of the public events in New York in connection with the funeral of General MacArthur continued this morning (April 8) in a special full-hour NBC-TV program and in special reports on NBC Radio. Coverage of afternoon ceremonies from Washington was also scheduled, starting on NBC-TV at 2 p.m. EST and on NBC Radio at 1:50 p.m. EST.

The full-hour NBC News television special, from 8:30-9:30 a.m. EST, covered the arrival of the funeral cortege at Pennsylvania Station, from the Seventh Regiment Armory.

NBC News correspondent Frank McGee was anchorman for the special telecast, with Bill Ryan and Geoffrey Pond reporting the ceremonies at

(more)



Pennsylvania Station, where the horse-drawn caisson bearing the body of General MacArthur passed before five battalions of West Point cadets. Scenes from the station platform as the coffin was being placed aboard the special train for Washington were also seen. The telecast also included a report from Washington by Ray Scherer who described the ceremonies planned there for the afternoon.

NBC Radio covered this morning's ceremonies from New York in special programs from 8:05 to 8:25 a.m. EST from the line of march, and from Pennsylvania Station from 8:45 to 9 a.m. EST. Joseph Michaels, Charles Quinn and Gabe Pressman reported on radio, with William Fitzgerald as the anchorman.

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NBC-New York, 4/8/64



FROM THE NATIONAL BROADCASTING COMPANY

Thirty Rockefeller Plaza, New York, N. Y. 10020

2-X-H

April 9, 1964

Attention, Sports Editors

NBC DELEGATION VISITS JAPAN TO COMPLETE ARRANGEMENTS  
FOR NBC-TV AND RADIO COVERAGE OF SUMMER OLYMPICS

A seven-man NBC delegation headed by Carl Lindemann Jr., Vice President, NBC Sports, left April 8 for Japan to check facilities and complete arrangements for NBC's television and radio coverage of the 1964 Summer Olympic Games in Tokyo.

Others in the group are Jim Kitchell, who will produce NBC's TV coverage; Ray Lockhart, the TV director; Ed Faught, TV unit manager; Frank Gaskins, TV technical supervisor; Len Dillon, producer of NBC's radio coverage, and Jay Miller, associate producer for radio.

The Games of the XVIII Olympiad will open Oct. 10 and continue until Oct. 24. NBC-TV will present daily telecasts each evening while the Games are in progress, and longer programs on weekend dates. Tapes of the event will be flown across the Pacific Ocean each day to be telecast exclusively in the United States by NBC-TV.

NBC Radio also will have extensive coverage on weekdays as well as on the weekend "Monitor."

The NBC executives will confer with production and engineering officials of Nippon Hoso Kyokai, the Japanese broadcasting company, and with members of the Tokyo Olympic Organizing Committee. They will survey the Tokyo Olympics Broadcasting Headquarters in Yoyogi Sports Park, where the NBC studio and recording facilities will be located, and the 23 Olympic sites scattered throughout the Tokyo area. Many events will take place in National Stadium in Meiji Park, many others in Komazawa Sports Park Stadium.





BOSTON PRESS CLUB HONORING 'TW3 GIRL' NANCY AMES  
AS OUTSTANDING SHOW BUSINESS PERSONALITY

Nancy Ames, the "TW3 Girl," has been selected as "Outstanding Show Business Personality" by the Boston Press Club. The singing star of "That Was the Week That Was," NBC-TV's satirical revue of current events, will receive the award at the Boston Press Club's 14th annual awards dinner Monday, April 13.

The event will be attended by some 500 newspaper editors, executives and reporters. Miss Ames will be presented with the Headline Award -- a Revere silver bowl. The dinner will be held in the Dorothy Quincy suite at John Hancock Hall. Edwin Lahey will be toastmaster.

Miss Ames will be guest of honor at a press luncheon the same day.

NBC-New York, 4/9/64



## NBC TELEVISION NETWORK NEWS

NBC NEWS' LOU HAZAM HONORED FOR "OUTSTANDING CONTRIBUTION TO TV"

FOR RELEASE SUNDAY, APRIL 12

Lou Hazam, NBC News producer and writer, received an award for his "outstanding contribution to television" from the Amara Civic Club at its headquarters in Washington, D.C., today (Sunday, April 12).

The Amara Awards Committee, which honors those of Arabic heritage who achieve the highest acclaim in their particular field of endeavor, gave Hazam a trophy in recognition of his many NBC News television productions.

Three new Hazam programs already have been telecast this year: "Orient Express," Jan. 7; "American Spectacle," March 20; and "Breakthrough: Medicine -- The Shape of the Future," March 29. "Way of the Cross" had its fifth annual presentation on Easter Sunday, March 29. "Shakespeare: Soul of an Age," acclaimed as one of the outstanding artistic achievements of TV in 1962, will be repeated Sunday, April 26 in color (10-11 p.m. EDT), in observance of the 400th anniversary of Shakespeare's birth.

Several new Hazam programs will be presented on NBC-TV later this year. In addition, there will be repeat performances of "The River Nile," "Polaris Submarine" and "U.S. Highway # 1." Other popular Hazam programs have included "Vincent Van Gogh: A Self-Portrait" and "Greece: The Golden Age."

Hazam, who is of Lebanese ancestry, was born in Norwich, Conn. He lives in Silver Springs, Md.

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JOHNNY CARSON TO HEADLINE NIGHTCLUB SHOW FOR MONTH  
AT THE SAHARA IN LAS VEGAS THIS SUMMER

Johnny Carson will headline a show at the Sahara Hotel in Las Vegas, this Summer. The star of NBC-TV's "Tonight Show" will perform at the noted nightclub for one month, beginning July 7. (Woody Allen has been selected as the first of several substitute hosts on the "Tonight Show" during Carson's absence.)

Carson's only previous nightclub experience consisted of a week at a small cafe in Bakersfield, Calif., some 10 years ago. Since then, Carson has become the most popular personality in late-night TV viewing, and has received more than 100 nightclub offers.

Tentatively scheduled to join Carson for the Sahara show are John Bubbles and January Jones, entertainers who have frequently appeared as his guests on the "Tonight Show."

("The Tonight Show Starring Johnny Carson" is telecast in color Mondays through Fridays, 11:15 p.m.-1 a.m. NYT.)

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NBC-New York, 4/9/64



NBC-TV NETWORK PROGRAM

JAMES DALY TO JOIN "TODAY" PANEL DURING HUGH DOWNS' VACATION

Actor James Daly will join the "Today" panel April 14 through April 30, while program host Hugh Downs is on vacation. Jack Lescoulie, Maureen O'Sullivan and Frank Blair complete the cast of the Monday-through-Friday morning NBC-TV program (7-9 a.m. EST).

Daly, Lescoulie and Miss O'Sullivan will participate in "Today's" special two-hour coverage of opening day at the New York World's Fair, which will be telecast Thursday, April 23 (7-9 a.m.), the morning after the opening.

Daly has many stage and film credits and more than 500 television appearances. He is also a host of NBC Radio's "Monitor." His most recent Broadway appearance was in "The Advocate" last year. He also starred in Tennessee Williams' "Period of Adjustment," and in the title role of Archibald MacLeish's "J.B." His motion picture credits include the role of Werner von Braun in the film biography, "I Aim at the Stars."

Daly, who began his TV career in 1945, was star of the "Foreign Intrigue" series. He also starred in the title role of "Give Us Barabbas" on NBC-TV's "Hallmark Hall of Fame." The drama, first telecast on Palm Sunday in 1961, was repeated on Palm Sunday, 1962.

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NBC-New York, 4/9/64





April 9, 1964

COMPREHENSIVE COVERAGE OF GEN. MacARTHUR RITES

CONTINUED ON TV AND RADIO BY NBC NEWS

The NBC Television and Radio Networks, as announced earlier, will cover the final rites for General of the Army Douglas MacArthur in Norfolk, Va., Saturday, April 11, starting at 9:30 a.m. EST. At that time, the body of General MacArthur will be taken from the MacArthur Memorial to St. Paul's Protestant Episcopal Church for services, after which the body will be returned to the memorial for permanent entombment in the rotunda.

The state funeral ceremonies for General of the Army Douglas MacArthur in Washington, D.C., which were led by President Johnson, were televised by the NBC-TV Network Wednesday (April 8) in a two-and-a-half-hour special program starting at 1:30 p.m. EST.

NBC News correspondents Nancy Dickerson and Ray Scherer anchored the telecast from Washington, with reports by Peter Hackes on Constitution Avenue and Bryson Rash at the Capitol plaza.

NBC News' television coverage began with the arrival of the funeral train from New York at Union Station where President and Mrs. Johnson met the general's widow and son.

The ceremonies at Union Station, where the coffin was carried to a hearse for the trip to Constitution Avenue, and the military procession were also seen. The telecast followed the transfer of the coffin

(more)





to a caisson for the cortege along Constitution Avenue to the Capitol rotunda, where the body of General MacArthur was to lie in state until Thursday afternoon. At the Capitol, President Johnson placed a wreath at the foot of the coffin and eulogies were offered by the Rev. Bernard Braskamp, chaplain of the House of Representatives, and the Rev. Frederick Brown Harris, chaplain of the Senate.

Taped scenes of the Washington procession were shown near the end of the telecast, which concluded at 4 p.m. EST after President Johnson and other Washington officials left the Capitol.

\* \* \*

The NBC Radio Network covered the funeral ceremonies in Washington, D.C., Wednesday in special reports starting at 1:50 p.m. EST. NBC News correspondents Robert McCormick, Richard Harkness, Russ Ward, Ed Gough, Elie Abel and Ron Nessen were the reporters.

The radio coverage ran from 1:50 to 2:15 p.m., from 2:35 to 2:50 p.m. and from 3 to 3:45 p.m. (all times EST). It included reports of the ceremonies at Union Station, of the procession along Constitution Avenue to the Capitol and the ceremonies in the Capitol rotunda.

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NBC-New York, 4/9/64



## NBC'S EDWARD STANLEY TO ADDRESS SOUTHEASTERN COLLEGIATE BROADCASTERS

Edward Stanley, NBC Director of Public Affairs, will address the Southeastern Collegiate Broadcasters convention April 10, at the University of South Carolina, Columbia.

Speaking about news, public affairs and education programming in TV and radio, Stanley will express the view that this kind of broadcasting "will become -- perhaps in your career-span -- the largest and most socially vital area in mass communications." And, he will add, "I don't see any alternative, really, so if you plan a professional career in radio or television, you may as well prepare to be serious."

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NBC-New York, 4/9/64





April 10, 1964

BUZZ KULIK SIGNED BY NBC AS EXECUTIVE PRODUCER  
OF 'KENTUCKY JONES,' 1964-65 SATURDAY NIGHT  
HALF-HOUR SERIES STARRING DENNIS WEAVER

Buzz Kulik, top motion picture and television director for the past decade, has been signed by the National Broadcasting Company as executive producer of the new NBC-TV series, "Kentucky Jones," which will go into production in June.

Dennis Weaver will star in the title role of the half-hour series to be presented on the NBC-TV Network Saturdays (8:30 p.m. NYT), debuting Sept. 19. Albert Beich will produce the series, as previously announced.

Signing of Kulik was announced by Felix Jackson, Vice President, NBC Productions, who is readying the series for the 1964-65 television season as the first of several projects under his supervision. Kulik has served as a director on virtually every major television series, including "Dr. Kildare," "The Dick Powell Show," "Naked City," "The Defenders," "Perry Mason," "Gunsmoke," "Have Gun--Will Travel," "Rawhide," "Twilight Zone," "Playhouse 90," "Kraft Television Theatre," "Studio One," "Westinghouse-Desilu Playhouse" and "Lux Video Theatre."

Kulik will work on a full-time basis as executive producer of "Kentucky Jones," and also continue to develop his own projects in conjunction with NBC-TV Productions.

(more)



## 2 - Kentucky Jones

The new series -- formerly titled "Kentucky's Kid" and "Kentucky" -- will star Weaver as Kenneth Yarborough Jones, called "Kentucky," who has bought a California ranch after retiring from racing. Weaver played the limping Chester for eight seasons on TV's "Gunsmoke" series.

With Weaver in the series will be Ricky Der, 10-year-old Chinese boy from San Francisco. Ricky will portray the role of Dwight Eisenhower Wong, who is reluctantly adopted by Kentucky, a recent widower.

Veteran character actor James McCallion will be featured as "Seldom" Jackson, former jockey and now a hired hand on Kentucky's 40-acre horse ranch.

The series was created and written by Albert Beich and William H. Wright.

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NBC-New York, 4/10/64



# NBC TELEVISION NETWORK NEWS

April 10, 1964

BOB HOPE'S CHRYSLER "COMEDY SPECIAL" WILL HAVE TONY RANDALL, MARTHA RAYE AND JACK JONES AS GUESTS APRIL 17; HOUR INCLUDES PRESENTATION OF TV GUIDE AWARDS IN BURBANK AND NEW YORK

Bob Hope and guest stars Tony Randall, Martha Raye and Jack Jones will cavort as "Japanese Beatles" during the entertainment portion of "Chrysler Presents a Bob Hope Comedy Special" Friday, April 17 (NBC-TV Network, in black and white only, 8:30-9:30 p.m. EST).

Hope and Miss Raye will spoof the film "Tom Jones" in another highlight of the special, which also will feature a 15-minute ceremony honoring winners of the 1964 TV Guide Awards. Les Brown and his Band of Renown will furnish the musical accompaniment.

The awards segment of the full-hour program will mark the fifth year that TV performers and programs in seven categories (35 nominees), chosen as the nation's favorites in a poll conducted by TV Guide Magazine, will be honored. Nominees will be assembled at NBC Studios in Burbank, Calif., and New York City, with Hope serving as overall emcee. In Burbank, winners will receive silver bowl trophies from TV Guide publisher James T. Quirk. In New York, Arthur Schulman, assistant to the publisher, will present the awards.

The program opens with Hope's monologue, and includes songs by Miss Raye and Jones, plus two sketches. Martha sings "I've Got My Love to Keep Me Warm" and Jones offers a medley of "Oh, What a Beautiful City" and "I'm on My Way."

(more)





In the "Tammy Jones" sketch, English squire Hope finds himself at the mercy of a beauty, Tammy (Miss Raye), sister of Tom. In the second sketch, Hope, as Ringo Sukiyaki, and his guest stars give an Oriental twist to the "Beatle" formula. Randall returns for a stand-up sketch with Hope.

Jack Shea is director (entertainment and awards, Burbank) and Dick Schneider (awards in New York). George Hope is producer. The program is sponsored by the Chrysler Corporation through Young and Rubicam Inc. advertising agency.

-----NBC-TV PROGRAM HIGHLIGHT APRIL 17-----

CHRYSLER PRESENTS A BOB HOPE COMEDY SPECIAL: "Bob's sixth variety special of the season with guest stars Tony Randall, Martha Raye and Jack Jones, and the fifth annual presentation of the TV Guide Awards.

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NBC-New York, 4/10/64



# NBC RADIO NETWORK NEWS

April 10, 1964

## NBC RADIO NETWORK TO BROADCAST HIGHLIGHTS OF BOB HOPE'S PRESENTATION OF AWARDS TO NOTABLES CITED BY WOMEN'S DIVISION OF ALBERT EINSTEIN COLLEGE OF MEDICINE

NBC's Bob Hope will be master of ceremonies in an NBC Radio half-hour special offering taped highlights of the Spirit of Achievement Awards at the 10th annual luncheon sponsored by the Women's Division of the Albert Einstein College of Medicine of Yeshiva University Monday, April 13 (network except WNBC, 8:30 p.m. EST; WNBC only, 11:30 p.m. EST). Hope will present the awards at the Waldorf-Astoria Hotel, New York.

The citations by the women's division for outstanding contributions to public service, philanthropy and the arts will be awarded to Mrs. Oveta Culp Hobby, president of ~~The~~ Houston Post; Mrs. Lytle Hull, president of the Musicians Emergency Fund; Miss Leontyne Price, Metropolitan Opera star; Mrs. Inez Robb, United Feature Syndicate columnist; Miss Dorothy Sarnoff, singer-actress; and Mrs. Marietta Tree, U. S. representative of the U. N. Commission on Human Rights. Composer Richard Rodgers, first man to be honored by the Women's Division, will be cited for his contributions to the American theatre. His wife will be saluted for her outstanding service in the homemaking arts.

Mrs. David Sarnoff is chairman of the awards committee.

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INSIDE TIP AND ENTERPRISING JOURNALISM PROVIDED  
'HUNTLEY-BRINKLEY REPORT' WITH BEAT ON STORY OF  
MISSISSIPPI LEGISLATIVE THREAT TO REPUBLICANS

An inside tip and enterprising journalism gave NBC News' "Huntley-Brinkley Report" nearly a week's beat in Mississippi legislative maneuvers threatening the Republican Party in that state.

Moving on information from a Capitol Hill source, Jack Perkins, a "Huntley-Brinkley" reporter based in Washington, sped to Jackson, the Mississippi capital, on March 22, for the final days of debate on measures to revamp the state's election laws.

"The proposals were introduced into the state legislature a week before without a public hearing and with not much fanfare," Perkins said. "They are technical and complicated, but the major effect would be to put the Republican Party out of business by stiffening qualifications that the Democrats could meet easily, but that the Republicans couldn't."

Perkins gave nationwide dissemination of the story on the "Huntley-Brinkley Reports" on March 25, 26 and 27.

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NBC-New York, 4/10/64





# NBC NEWS ELECTION YEAR '64

April 10, 1964

## NBC NEWS POLITICAL PERISCOPE

What's in a middle name? Not much political significance, perhaps, but the fact remains that a majority of the principals in the coming campaigns either initial their middle names or ignore them altogether. The most notable exceptions are Lyndon Baines Johnson and Henry Cabot Lodge.

But there's Barry Morris Goldwater, Hubert Horatio Humphrey, Robert Francis Kennedy, William Warren Scranton, Richard Milhous Nixon, Mark Odom Hatfield, Thruston Ballard Morton, Edmund Sextus Muskie, Adlai Ewing Stevenson, Abraham Alexander Ribicoff, Edmund Gerald (Pat) Brown, Robert Ferdinand Wagner, Margaret Madeline Chase Smith, and George Wilcken Romney. Robert Sargent Shriver, reversing the usual, drops his first name.

Reporting on their activities from the NBC News booth during the national political conventions this Summer will be Chester Robert Huntley and David McClure Brinkley. \* \* \*

What is that special "something" that makes Chet Huntley and David Brinkley the most popular news team in television history? It's an enigma even to them.

Huntley recalls when it all started, at the 1956 political conventions: "I had seen David once before in my whole life. We sat down, and I see now that I made some horrible mistakes. Maybe he

(more)





made some, but I'm not aware of them. We were feeling our way, and for some unaccountable reason people watched. I don't know why. If I did, I'd pickle it."

\* \* \*

There actually will be three voices in the Huntley-Brinkley booth during NBC News coverage of the national political conventions. The third will be that of Reuven Frank, executive producer of the NBC-TV coverage. His voice will be the only one allowed on a special microphone in the control booth that pipes information to Chet Huntley and David Brinkley by way of special earphones.

\* \* \*

Those little earphones that permit NBC Newsmen at scattered points to know what's going on in the control booth embody a painful memory for Lawrence E. Spivak, producer of NBC's "Meet the Press." During the 1956 conventions, he pushed a little too hard on the gadget and had to have a doctor remove it.

\* \* \*

The Huntley-Brinkley booth at the conventions will be air-conditioned, but not principally for the comfort of Chet and David. Asked what could be more important, Reuven Frank, executive producer of NBC News' coverage of the events, replies briefly: "The equipment."

-----O-----

NBC-New York, 4/10/64





April 13, 1964

FIVE ADVERTISERS BUY SPONSORSHIP IN 1964-65 SERIES  
OF NBC-TV'S "INTERNATIONAL SHOWTIME"

"International Showtime," NBC-TV spectacle series, will start its fourth successive season on the network Friday, Sept. 25 (7:30 to 8:30 p.m. EDT) -- the same time period it has always had. Don Ameche continues as program host.

Five advertisers have purchased sponsorship in the 1964-65 series, it was announced by Don Durgin, Vice President, Television Network Sales, NBC. The sponsors (and agencies) are Warner-Lambert Pharmaceutical Co. (J. Walter Thompson Co.), Block Drug Co. (Grey Advertising Inc.), Richardson-Merrell Inc. (Morse International Inc.), National Biscuit Co. (McCann-Erickson) and Carnation Co. (Erwin, Wasey, Ruthrauff & Ryan Inc.).

The same production team that has made this series a notable success will produce the 1964-65 new shows. Gilbert Cates is executive producer and Patrick Plevin producer. The programs are filmed during actual performances before audiences in many parts of the world. Leading circuses and ice shows in Europe, as well as aquacades and other variety programs, will be presented in the new season. The plans include visits to countries in Latin America and returns to Europe, Canada and Japan.

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# NBC NEWS ELECTION YEAR '64

April 13, 1964

## 'THE CAMPAIGN AND THE CANDIDATES'

NBC News to Cover Primaries in Indiana, Ohio  
And Maryland with Special TV Programs

NBC News will cover the Indiana and Ohio primary elections Tuesday, May 5 and the Maryland primary Tuesday, May 19 with special programs on the NBC-TV Network, Robert Northshield, General Manager of NBC News, announced today.

Interest in the Indiana and Maryland elections centers largely on the candidacy of Governor George C. Wallace of Alabama in the Democratic Presidential preference polls. NBC-TV was the only network to present special coverage of the Wisconsin Presidential primary in which Governor Wallace, declaring himself against the civil rights bill, got 34.1 per cent of the Democratic vote and nearly 25 per cent of the total vote cast in both the Democratic and Republican primaries. Because of Wallace's success in Wisconsin, NBC News will cover these other primaries which he has entered.

Coverage of the Indiana and Ohio primaries will be presented May 5 from 11:15 to 11:30 p.m. EDT. Frank McGee will be anchor man of the Ohio coverage, which will originate in Station KYW-TV, Cleveland. Floyd Kalber of NBC News Chicago will report on the Indiana races from WFBM-TV, Indianapolis.

(more)





## 2 - Primaries

Governor James A. Rhodes of Ohio is running without opposition in the Republican Presidential primary there. In the Republican senatorial primary, Congressman-at-Large Robert Taft Jr. opposes Secretary of State Ted Brown. Although John H. Glenn Jr. has resigned from the Democratic senatorial primary, his name is still on the ballot. The other candidate is incumbent Senator Stephen M. Young.

Senator Barry Goldwater of Arizona is among the candidates on the Republican Presidential primary ballot in Indiana. In the Democratic Presidential primary, Governor Wallace opposes Indiana Governor Matthew E. Welsh.

The Maryland primary May 19 will be covered from 11:15 to 11:30 p.m. EDT. Governor Wallace and Senator Daniel B. Brewster are the Democratic Presidential candidates. The coverage will originate in WRC-TV, the NBC-owned station in Washington, and there will be remote pickups from Maryland.

These special programs will be produced by Chet Hagan as part of "The Campaign and the Candidates" series. Gene Farinet will produce the Indiana coverage, and Jerome Jacobs will produce the coverage of the Ohio senatorial races.

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NBC-New York, 4/13/64

Senator James A. Eastland of Mississippi is expected to be the Republican Presidential primary choice. In the Republican primary of primary, Congressman-At-Large Robert Taft Jr. appears to be the favorite. Although John H. Glenn Jr. has resigned from the Senate, his name is still on the ballot. The Republican primary has been held in Ohio. The candidate is incumbent Senator Stephen M. Young. Senator Barry Goldwater of Arizona is among the candidates in the Republican primary. In the Democratic primary, Governor Wallace opposes Indiana Governor Matthew

The National Highway Act will be passed by 1955. At 10 p.m. EST, Governor Wallace and Senator Robert B. Eisenhower are the leading Republican candidates. The coverage will continue in TV, the NBC-owned station in Washington, and there will be reports from Washington. These special programs will be produced by what has been known as the "The Campaign and the Candidates" series. The series will produce Indiana coverage, and James Jones will produce the coverage of Goldwater's race.

THE NEW YORK TIMES

CREDITS FOR 'CHRYSLER PRESENTS A BOB HOPE COMEDY SPECIAL' APRIL 17;  
SHOW INCLUDES PRESENTATION OF 1964 TV GUIDE AWARDS ON NBC-TV FRIDAY

PROGRAM: "Chrysler Presents a Bob Hope Comedy Special,"  
including presentation of the 1964 TV Guide  
Awards.

Time: NBC-TV Network, Friday, April 17, in black and  
white only, 8:30-9:30 p.m. EST.

Starring: Bob Hope

Guest Stars: Tony Randall, Martha Raye and Jack Jones, with  
Les Brown and his Band of Renown.

TV Guide Nominees: Shirley Booth, Raymond Burr, Richard Chamberlain  
Patty Duke, David Janssen, Mary Tyler Moore,  
Danny Kaye, Irene Ryan, Inger Stevens  
and Dick Van Dyke.

Format: Comedy-with-music revue (45 minutes) and the  
fifth annual ceremony honoring winners, in  
seven categories, of a nationwide popularity  
poll of TV viewers (15 minutes).

Origination: Burbank and New York

Presenters: James T. Quirk, Publisher of TV Guide (Burbank)  
Arthur Shulman, Assistant to Publisher (New  
York).

Producer: George Hope

Directors: Jack Shea (entertainment and awards, Burbank);  
Dick Schneider (awards, New York).

Writers: Mort Lachman and Bill Larkin; John Rapp,  
Lester White; Charles Lee.

Consultant: Norman Sullivan

Additional Material: Gig Henry

Musical Director: Les Brown

Associate Producer: Sil Caranchini

Art Director: E. Jay Krause

Costumes: Kate Drain Lawson

Makeup: Michael Moschella

Unit Managers: Jack Watson (Burbank); Richard Manley (New York)

(more)



SHOW INCLUDES PRESENTATION OF 1964 TV GUIDE... CREDITS FOR 'ENTERTAINMENT WEEKLY' A BOB HOPE COMEDY SPECIAL

GRAM: 'Entertainer Presents a Bob Hope Comedy Special' including presentation of the 1964 TV Guide Awards.

WFO-TV Network, Friday, April 17, 8:30-9:30 p.m. EST. In place and

of Stars: Les Brown and his Band of Renown, Tony Marshall, Martha Raye and Jean Seberg, with

Guide Nominees: Shirley Booth, Raymond Burr, Richard Widmark, Betty White, David Janssen, Tony Tyler Moore, Danny Kaye, Irene Ryan, Robert Strauss and Jack Van Dyke.

poll of TV viewers (15 minutes), seven categories, of a nationwide popularity, this annual ceremony honoring winners, in Comedy-Entertainment (45 minutes) and the

Organization: European and New York James T. Quinn, Publisher of TV Guide (European) Arthur Schuman, Assistant to Publisher (New York).

ducers: George Hope Jack Jones (entertainment and awards, European); Dick Donelson (awards, New York).

Stars: Mervyn Dymally and Bill Leikin; John Hagen, Lester White; Charles Lee.

Assistant: Norman Sullivan

Editorial Director: GLENN HENRY

Editor: Les Brown

Associate Producer: Bill Greenbaum

Director: E. Jay Kasper

Stage: Kate Smith Lawson

Music: Michael Monty

Production: Jack Watson (European); Richard Marley (New York)

2 - Credits for 'Chrysler Presents a Bob Hope Comedy Special'

Assistant to Producer: Onnie Morrow  
Associate Director: Clay Daniel  
Technical Directors: Joe Conn (Burbank); Mike Rosar (New York)  
Lighting: Jim Kilgore (Burbank); Jack Fitzpatrick (New York)  
Audio: John Pawlek (Burbank); Mahlon Fox (New York)  
Video: Les Shaw (Burbank); Jack Durkin (New York)  
Production Assistant: Joan Maas  
Sponsor (and Agency): Chrysler Corporation (Young and Rubicam Company Inc.)  
NBC Press Bill Faith (Burbank); Al Cammann (New York).  
Representatives:

\* \* \*

LIST OF CATEGORIES AND NOMINEES FOR TV GUIDE AWARDS (IN ALPHABETICAL ORDER):

FAVORITE SERIES (ANY TYPE, ANY LENGTH):

1. Combat! (ABC)
2. Dr. Kildare (NBC)
3. Perry Mason (CBS)
4. The Beverly Hillbillies (CBS)
5. The Dick Van Dyke Show (CBS)

FAVORITE NEW SERIES (ANY TYPE, ANY LENGTH):

1. Mr. Novak (NBC)
2. The Danny Kaye Show (CBS)
3. The Fugitive (ABC)
4. The Patty Duke Show (ABC)
5. The Richard Boone Show (NBC)

BEST SINGLE DRAMATIC, MUSICAL OR VARIETY PROGRAM:

1. Abe Lincoln in Illinois "Hallmark Hall of Fame" (NBC)
2. Calamity Jane (CBS)
3. Chrysler Presents a Bob Hope Christmas Special (NBC)
4. Jonathan Winters Show (NBC)
5. Tyger, Tyger ("Dr. Kildare") (NBC)

BEST SINGLE NEWS OR INFORMATION PROGRAM:

1. Cuba: Bay of Pigs (NBC)
2. Cuba: The Missile Crisis (NBC)
3. Our Man on the Mississippi (NBC)
4. The Kremlin (NBC)
5. Winter Olympics (ABC)

(more)





BEST NEWS OR INFORMATION SERIES:

1. CBS Reports (CBS)
2. Huntley-Brinkley Report (NBC)
3. The Twentieth Century (CBS)
4. Today (NBC)
5. Walter Cronkite News (CBS)

FAVORITE MALE PERFORMER:

1. Raymond Burr (CBS)
2. Richard Chamberlain (NBC)
3. David Jannsen (ABC)
4. Danny Kaye (CBS)
5. Dick Van Dyke (CBS)

FAVORITE FEMALE PERFORMER:

1. Shirley Booth (NBC)
2. Patty Duke (ABC)
3. Mary Tyler Moore (CBS)
4. Irene Ryan (CBS)
5. Inger Stevens (ABC)

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NBC-New York, 4/13/64



CREDITS FOR WEEKEND 'MAJOR LEAGUE BASEBALL' TELECASTS ON NBC-TV

Dates: Saturday and Sunday afternoons starting  
April 18-19 and continuing through Oct. 4.  
Games are blacked out by stations in major  
league markets and in certain other areas  
restricted by agreements with major league  
teams. (Golf and NCAA Football telecasts will  
preempt baseball on several dates.)

Coverage: Telecasts of 44 games, including top contenders  
in both leagues. Games will be televised from  
home parks of Chicago White Sox, Cleveland  
Indians, Detroit Tigers and Minnesota Twins  
in American League, and Cincinnati Reds,  
Milwaukee Braves and Pittsburgh Pirates in  
National League. Five TV cameras will be  
used for most games, four cameras for other  
games. This will be NBC-TV's eighth straight  
year of "Major League Baseball" coverage.

Commentators: Joe Garagiola and Bob Wolff.

Producer: Lou Kusserow

Director: Harry Coyle

Sponsors (and Agencies): P. Lorillard Company (Grey Advertising Inc.),  
General Mills Inc. (Knox, Reeves, Advertising  
Inc), Hav-A-Tampa Cigar Company (Perry Silvey  
Advertising).

NBC Press  
Representative: Bob Goldwater (New York)





2-X-H NBC TRADE NEWS

April 14, 1964

WESTCLOX TO SPONSOR 'TODAY' AND 'TONIGHT' SHOWS APRIL 24  
AND 'SUNDAY' PROGRAM APRIL 26, TO MARK  
CHANGE TO DAYLIGHT TIME

The Westclox Division of General Time Corporation will sponsor NBC-TV's "Today" and "Tonight" shows April 24 and the "Sunday" program April 26, when Daylight Saving Time becomes effective.

The Westclox sponsorship was announced today by Mike Weinblatt, Director, Participating Program Sales, NBC.

In addition, Westclox has purchased sponsorship, between April 22 and 26, in NBC Radio's "News of the World," "Emphasis" and "Monitor."

The "Today" show Friday, April 24, as previously announced, will be a two-hour salute (7-9 a.m. EST) to composer Hoagy Carmichael, who will appear on the program with host Hugh Downs and panelist Jack Lescoulie. During the telecast, Fran Warren and Julius LaRosa will sing many of Carmichael's songs. Westclox will sponsor the entire show.

Also on April 24, Westclox will sponsor the entire "Tonight Show Starring Johnny Carson" (in color, 11:15 p.m. to 1 a.m. EST). Westclox will sponsor "Sunday" April 26 (4:30-5:30 p.m. EDT).

Robert L. Shaw, Vice President-Marketing of Westclox, said the campaign was timed to introduce a new line of Big Ben, Baby Ben and Ben Electric clocks, the first design change in these clocks in seven years.

The Westclox order was placed through Hicks & Greist Inc.

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# NBC NEWS ELECTION YEAR '64

April 14, 1964

THREE SPECIAL TV PROGRAMS TO HIGHLIGHT NBC NEWS'  
COVERAGE OF OREGON PRIMARY ELECTION

The Oregon primary election Friday, May 15, one of the final major tests for the leading Republican Presidential hopefuls, will be covered by NBC News in three special programs on the NBC-TV Network.

The Oregon election is probably the most important primary, because it is the only one in which six major Republican candidates are listed on the ballot. They are Senator Barry M. Goldwater, Ambassador Henry Cabot Lodge, Richard M. Nixon, Governor Nelson A. Rockefeller, Governor William W. Scranton and Senator Margaret Chase Smith. For Lodge, Nixon and Scranton, the election will mark the first appearance of their names on a primary ballot.

NBC News will show the final campaign activity and evaluate the candidates' chances in an election preview Tuesday, May 12 on NBC-TV (8:30-9 p.m. EDT).

Election returns will be presented on television through "flashcaster" reports throughout Friday, May 15 and in special programming from 12:45 to 1 a.m. EDT Saturday, May 16.

(more)



Because returns are expected to run into the early morning hours, NBC News will provide a complete report on the final figures and their meaning in a special post-primary program on NBC-TV Saturday, May 16 from 7 to 7:30 p.m. EDT.

The Oregon election will be the seventh primary covered by NBC News with special television programming. In addition to the New Hampshire, Wisconsin and Illinois primaries already reported, plans have been announced to cover the Indiana and Ohio elections Tuesday, May 5, and the Maryland primary Tuesday, May 19.

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NBC-New York, 4/14/64





## NBC TRADE NEWS

April 14, 1964

### NBC INTERNATIONAL REPORTS 133 HOURS OF PROGRAMMING SOLD TO FOREIGN BROADCASTERS IN WEEK

New sales totaling 133 hours of programming were sold to foreign broadcasters last week by NBC International, 23 hours of which were "Project 20" and NBC News productions.

Federal Nigerian Television Service in Lagos ordered 15 hour-long programs including "Merrily We Roll Along," "Circus," "The World of Maurice Chevalier" (plus two others in this series on Bob Hope and Billy Graham), all from NBC Special Projects (Project 20); and "Shakespeare: Soul of an Age," "Britain: The Changing Guard," "The Many Faces of Spain," "Greece: The Golden Age," "The City and the World," "Ernest Hemingway" and "Opening Night," plus two others.

"The World of Billy Graham" was also ordered by Dederlandse Televisie Strichting in Holland.

Sierra Leone Television purchased 34 more "Dr. Kildare" programs, as did Broadcast Corporation of Northern Nigeria. Arabian-American Oil Company ordered 26 "Dr. Kildare" programs for its base at Dharan.

French Canadian Broadcasting Corp. ordered seven documentaries: "The Tunnel," "The River Nile," "The Kremlin," "Greece: The Golden Age" and three "Project 20" programs -- "Three, Two, One, Zero," "Merrily We Roll Along" and "Cops and Robbers."

Mainichi Broadcasting Corp. of Osaka, Japan, ordered 21 half-hours of "Wild Kingdom."

Irish Television bought 13 episodes in the half-hour "Car 54, Where Are You?" series.



## NBC TRADE NEWS

April 14, 1964

HOWARD GARDNER IS PROMOTED TO MANAGER, SALES,

EASTERN OFFICE, NBC RADIO NETWORK

James Watson to Head Sales Development Department

Promotion of Howard Gardner to Manager, Sales, Eastern Office, NBC Radio Network, was announced today by William Fairbanks, Vice President, Sales, NBC Radio Network.

Mr. Fairbanks also announced that James Watson, Manager, Sales Development, has been named to head the Sales Development Department formerly managed by Mr. Gardner.

Mr. Gardner joined NBC as a page in Guest Relations in 1939, and was appointed to the NBC Research Department in 1940. In 1942 he joined Pedlar and Ryan as head time buyer. In 1943 he entered the Army. He returned to the NBC Research Department in 1946.

Since 1946 Mr. Gardner has held many important positions at NBC, including: Supervisor of Audience Measurement, Manager of Radio Research, Manager of Radio-TV Sales Development, Director of Radio Network Sales Development and Director of Sales Administration and Development.

Mr. Gardner is a graduate of Colgate University. He is married to the former Elma Grover of Maplewood, N. J. The Gardners and their son and two daughters live in Ridgewood, N. J.

Mr. Watson joined NBC Radio in October, 1960, as a sales analyst in Sales Development. In 1962 he was named Senior Analyst, and in 1963 he was appointed Manager, Sales Development.

(more)





Before coming to NBC, Mr. Watson was a first lieutenant in the U. S. Army Ordnance Corp., serving in Korea. Prior to entering the service, he was a management trainee for the Bethlehem Steel Company.

Mr. Watson is a graduate of Lehigh University. He is married to the former Dorothy Jones of Ridgewood, N. J. The Watsons and their two sons live in Glen Rock, N. J.

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NBC-New York, 4/14/64



FROM THE NATIONAL BROADCASTING COMPANY

Thirty Rockefeller Plaza, New York, N. Y. 10020

April 14, 1964

BOB HOPE SURPRISED WITH AWARD FOR DISTINGUISHED PUBLIC SERVICE  
AT LUNCHEON OF WOMEN'S DIVISION OF EINSTEIN MEDICAL COLLEGE

NBC-TV star Bob Hope was given a surprise award yesterday (April 13) in New York.

Hope received a silver statuette of Albert Einstein for distinguished public service from the Women's Division of the Albert Einstein College of Medicine of Yeshiva University at their annual luncheon at the Waldorf-Astoria. The unscheduled presentation was made by Mrs. David Sarnoff, chairman of the awards committee, before an audience of 1,000.

The presentation concluded the program in which seven women and one man were presented with Spirit of Achievement citations by Hope, who had flown in from the West Coast for the luncheon.

The sculpture was commissioned by the Women's Division for the occasion and was created by Frank Ellison.

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NBC'S GEORGE HEINEMANN TO SPEAK TO SORORITY  
GROUP IN WESTCHESTER COUNTY, N. Y.

George Heinemann, Manager of NBC Public Affairs, will speak at the Spring luncheon of the Westchester County (N.Y.) Panhellenic Board Thursday, May 7, at the Westchester Hills Golf Club in White Plains.

Mr. Heinemann will speak to the group of sorority women, from recent graduates to grandmothers, on the responsibility of the viewer in program selection, especially in the choice of children's programs for viewing.

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NBC--New York, 4/14/64





NBC-TV NETWORK PROGRAM

HAL GURNEE OF 'JACK PAAR PROGRAM' WILL DIRECT 'TW3'  
APRIL 17 IN PLACE OF AILING MARSHALL JAMISON

Hal Gurnee, director of NBC-TV's "The Jack Paar Program," will direct NBC-TV's "That Was the Week That Was" Friday, April 17 (9:30 p.m. EST).

Gurnee, who directed the highly-acclaimed hour-long "TW3" pilot which was telecast Nov. 10, 1963, will fill in for producer-director Marshall Jamison, who is recuperating from pneumonia.

"TW3" precedes "The Jack Paar Program," which is telecast Fridays (10-11 p.m. EST).

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NBC-New York, 4/14/64



April 14, 1964

**WILLIAM R. McANDREW TO VISIT NBC NEWS BUREAUS IN EUROPE**

William R. McAndrew, Executive Vice President in charge of NBC News, will leave April 15, for a tour of NBC News bureaus in Europe. He will visit London, Paris, Berlin and Rome, returning to the United States on May 4.

**EDWARD STANLEY TO ADDRESS COUNCIL FOR BETTER BROADCASTS**

Edward Stanley, NBC Director of Public Affairs, will address the convention of the American Council for Better Broadcasts Inc., Tuesday, May 26, at Columbus, Ohio. His subject will be announced later.

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**FROM THE NATIONAL BROADCASTING COMPANY**

*Thirty Rockefeller Plaza, New York, N. Y. 10020*

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FROM THE NATIONAL BROADCASTING COMPANY

Thirty Rockefeller Plaza, New York, N. Y. 10020

2-X-H

April 15, 1964

PRESIDENT JOHNSON'S ADDRESS AT OPENING OF WORLD'S FAIR  
TO BE BROADCAST LIVE BY NBC-TV AND RADIO NETWORKS

President Lyndon B. Johnson's address at the opening of the 1964-1965 New York World's Fair Wednesday, April 22 will be carried live on the NBC Television and Radio Networks (12 noon to 12:15 p.m. EST). President Johnson will speak during the formal opening ceremonies in the Singer Bowl.

(NOTE: WNBC-TV and WNBC Radio stations will cover the entire opening day ceremonies in a special program from 11 a.m. to 12:30 p.m. EST.)

As announced earlier, NBC-TV also will cover the opening day activities in a 90-minute special color broadcast, "Opening Night at the World's Fair," Wednesday, April 22 (7:30-9 p.m. EST), and during the "Today" show Thursday morning, April 23 (7-9 a.m. EST). "Today" will devote its entire two hours to highlights of the Fair's opening.

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## NBC TRADE NEWS

April 15, 1964

### PLYMOUTH BUYS SPONSORSHIP IN 3 NBC-TV SERIES FOR 1964-65

The Plymouth Division of Chrysler Corp. has purchased sponsorship in three NBC-TV programs during the 1964-65 season, it was announced today by Don Durgin, Vice President, Television Network Sales, NBC.

Plymouth will sponsor "The Virginian," "The Alfred Hitchcock Hour" and "Wednesday Night at the Movies."

The Plymouth order was placed through N. W. Ayer & Son.

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## NBC TRADE NEWS

April 15, 1964

### VAN CAMP SEA FOOD BUYS INTO 4 NBC-TV DAYTIME SHOWS

The Van Camp Sea Food Co. has purchased sponsorship in four NBC-TV Monday-through-Friday daytime programs, including the new game show, "Jeopardy," it was announced today by James Hergen, Director of Daytime Sales, NBC Television Network.

The Van Camp order begins in June for all four shows. The "Jeopardy" color series, starring Art Fleming as host, began March 30. The other programs are "You Don't Say!" "Loretta Young Theatre" and "Merv Griffin's Word for Word."

The Van Camp order was placed through Erwin Wasey, Ruthrauff & Ryan Inc.

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# NBC NEWS ELECTION YEAR '64

April 15, 1964

## NBC NEWS SCORES NOTABLY IN REPORTING WINNERS AND IN SWIFT BROADCASTING OF VOTE TOTALS IN ILLINOIS PRIMARY

NBC News scored a 55-minute beat over its nearest competitor in declaring Senator Goldwater the winner of the Illinois Republican Presidential primary Tuesday night, April 14.

At 7:25 p.m. EST, with one per cent of the vote in, NBC News declared, on NBC-TV's "Huntley-Brinkley Report," that Goldwater would win and that Senator Smith would receive a much heavier vote than expected and would do better than she did in the New Hampshire primary. These statements were based on RCA 301 computer projections.

CBS first declared Goldwater the winner at 8:20 p.m. EST, 55 minutes after NBC. ABC said at 8:28 p.m. EST that Charles H. Percy would win the Republican gubernatorial primary, but made no mention of the Presidential primary. NBC News had declared Percy the winner in a Chicago local bulletin at 6:35 p.m. CST (7:35 p.m. EST).

NBC News also far outdistanced its competition in fast reporting of vote totals. At 9:45 p.m. EST, for example, the NBC tabulation board showed 191,000 votes for Goldwater. CBS, at the same time, had 124,000 votes for Goldwater.

The NBC News coverage included a special program from 11:15 to 11:30 p.m. EST, as part of "The Campaign and the Candidates" series.

(more)





2 - Illinois Primary Coverage

Frank McGee, anchor man of the telecast, interviewed Representative Edward J. Derwinski, a Goldwater campaign aide, and Floyd Kalber of NBC News Chicago interviewed Percy. The program, produced by Chet Hagan, presented filmed highlights of final campaign activity -- a speech by Senator Goldwater and a news conference by Senator Smith.

NBC News' political coverage this election year is under the supervision of Robert Northshield, General Manager of NBC News.

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NBC-New York, 4/15/64



NBC COLOR TELEVISION NEWS



April 15, 1964

THE OPENING OF THE WORLD'S FAIR--FOR ALL TO SEE ON TV  
-- --  
NBC's 90-Minute Color Program, with Stars as Guides For  
Viewers, Will Be Carried on 203 TV Stations

Virtually every television viewer in the U. S. will be able to witness the opening of the New York World's Fair on NBC-TV's 90-minute special color broadcast, "Opening Night at the World's Fair," Wednesday, April 22 (7:30-9 p.m. EST).

The program will be carried on 203 TV stations, including the full NBC-TV interconnected network. This saturation coverage will make the special telecast available to 99.5% of all the TV homes in the country -- coverage usually only offered to such major events as the World Series baseball games.

As announced previously, Henry Fonda will be host of the show to guide the nation's viewers on an exciting opening night tour of the Fair's major attractions, beginning with United States Steel's Unisphere. Viewers' guides for the various areas of the World's Fair will be (in the order of their appearance) Fred MacMurray (star of TV's "My Three Sons") for the Travel and Transportation Area; Lorne Greene (Ben Cartwright of NBC-TV's "Bonanza" color series) for the Federal and States Area; Carol Channing (title star of Broadway's hit musical, "Hello Dolly!") for the Industrial Area; Marian Anderson for the Religion Pavilions; and Mexico's Cantinflas, in his first TV appearance on-location in the U. S., for the International Area.

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FESS PARKER TO BE GUEST OF HONOR AT COMMISSIONING  
OF BALLISTIC MISSILE SUB, USS DANIEL BOONE

Fess Parker, star of NBC-TV's 1964-65 adventure series, "Daniel Boone," will be guest of honor at the commissioning ceremonies for the U.S. Navy's newest ballistic submarine, the USS Daniel Boone.

The ship will be commissioned April 23 at the Mare Island Naval Shipyard, near San Francisco. James H. Wakelin Jr., Assistant Secretary of the Navy (Research and Development), and Commander-in-Chief, Pacific Fleet, Admiral U.S.G. Sharp, will attend.

"Daniel Boone" will be telecast Thursdays (7:30-8:30 p.m. NYT). The one-hour episodes in the weekly color series will depict the legendary frontiersman's exploits during the Colonial and American Revolution eras in our history.

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NBC-New York, 4/15/64





PAUL ARCHINARD, MANAGER OF NBC NEWS' BUREAU IN PARIS,  
TO BE HONORED ON RETIREMENT AFTER 25 YEARS' SERVICE

Paul Archinard, manager of NBC News' Paris bureau, will retire at the end of April after 25 years with NBC.

He will be honored at a party April 16 in Paris, to be given by William R. McAndrew, Executive Vice President in charge of NBC News. Mr. McAndrew left today (April 15) for a tour of NBC News bureaus in Europe.

Archinard, who became an NBC News correspondent in 1939, was named a Chevalier of the Legion of Honor by the French government in 1953. He also has served as president of the Anglo-American Press Association. His election to this post in 1955 broke a 48-year tradition, for all previous presidents had been either British or American-born.

He was born in Paris in 1899. In 1904, his family moved to Cleveland. He served in the French Army during World War I, and later returned to the United States to enter the export-import business. Returning to France in 1933, he became interested in radio news reporting and joined Radiodiffusion Francaise. NBC signed him as a stringer in 1936, and in 1939 he became a full-time NBC News correspondent. In that year he was the first overseas newsman heard on NBC Radio's "News of the World."

After reporting the exodus from France after the German invasion, Archinard covered the Vichy government. When the U. S. entered World War II, he was sent to Switzerland, where he reported on the war until it ended. He then returned to Paris, and covered the 21-nation peace conference there in 1946. He was named manager of NBC News' Paris office in 1952.

Archinard is married and the father of two daughters, both born in New York.



2-X-H



NBC COLOR TELEVISION NEWS

April 16, 1964

'THE FANTASTICKS,' OFF-BROADWAY HIT MUSICAL, TO BE FULL-HOUR  
'HALLMARK HALL OF FAME' COLOR SPECIAL ON NBC-TV NEXT SEASON

The "Hallmark Hall of Fame" will present the hit musical "The Fantasticks" in full-hour color special on NBC-TV during the 1964-65 season, it has been announced by producer-director George Schaefer.

Billed as the longest-running original musical in off-Broadway history, "The Fantasticks," produced by Lore Noto, will complete the fourth year of its run on May 3, at the Sullivan Street Playhouse in New York City's Greenwich Village. More than 200 "Fantasticks" companies have toured the United States and a dozen foreign countries.

The authors of "The Fantasticks," composer Harvey Schmidt and lyricist Tom Jones, also have a current musical on Broadway, "110 in the Shade," starring Inga Swenson and Robert Horton.

"The Fantasticks," is a fanciful story of the boy and the girl next-door in love with each other, but separated by an imaginary wall, set up by their fathers ostensibly to keep the young people apart. How the love story succeeds, fails and ultimately succeeds again, is the theme of the two-act play. The score includes "Try to Remember" and "Soon It's Gonna Rain."

Based on Edmond Rostand's first play, "Les Romantiques" written in 1894, "The Fantasticks" has been described as a delicious satire on the aspirations of young lovers.







"The Fantasticks" is the first property to be announced for the 1964-65 season by the "Hallmark Hall of Fame," which will mark its 14th year on NBC-TV. An airdate has not yet been chosen for the musical, Schaefer said. He hopes to complete casting and production plans in time to tape the show this Summer at NBC-TV's color studios in Brooklyn.

"This play has not been conceived as an elaborate musical production," Schaefer said. "Simplicity is its keynote. There are eight actors in the show and they spend most of their time talking or singing directly to the audience. This intimacy is ideal for television."

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NBC-New York, 4/16/64



## NBC TRADE NEWS

April 16, 1964

### HUMBLE OIL TO SPONSOR REPEAT OF 'AMERICAN SPECTACLE'

The highly-praised "American Spectacle," NBC News full-hour color special produced and written by Lou Hazam, will be repeated on the NBC-TV Network Sunday, May 10 (10-11 p.m. EDT). The Humble Oil & Refining Company will be the sponsor (through McCann-Erickson Inc., Houston, Texas).

Van Heflin narrates the program, which was first presented March 20, 1964. It is designed to show Americans the tremendous variety, beauty and scope of their country. It carries viewers from the rugged shores of Capes Cod and Hatteras, across the land to Hawaii.

"Thoreau would have been pleased," wrote one critic. "How about a series for a sequel?" asked another. Others called it "stunningly beautiful" and "a fascinating scenic tour of the nation's natural wonders."

Highlights include visits to Niagara Falls, the bayous of Louisiana, the Mississippi where the Ohio joins it, Great Salt Lake, the Petrified Forest, the Carlsbad Caverns, the sandstone buttes of Monument Valley, Yellowstone National Park, the Grand Tetons of the Rockies, Death Valley, California's redwoods, the glaciers of Alaska and Hawaii's erupting Kalauea volcano.

Tom Priestly directed the program, and Scott Berner was the photographer. Eddy Manson composed and conducts the orchestral score.

### NBC-TV PROGRAM HIGHLIGHT MAY 10

AMERICAN SPECTACLE -- Van Heflin narrates a full-hour NBC News special designed to show Americans the tremendous variety, beauty and scope of their country. (Color, Repeat).

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April 16, 1964

NBC'S LUCY JARVIS WINS A McCALL'S GOLDEN MIKE AWARD  
FOR MOSCOW MISSION TO ARRANGE "KREMLIN" TELECAST

Lucy Jarvis, Producer, NBC News and Public Affairs, has been selected as a winner of the Golden Mike Award, presented each year by McCall's magazine to women in radio and television "whose exceptional achievements in the areas of public service have distinguished both themselves and their industry."

Mrs. Jarvis's Golden Mike Award was earned in the "Service to the American Future" category for her mission in the Soviet Union to arrange for NBC's highly praised, one-hour color documentary, "The Kremlin." This was the first color film ever made by a foreign group inside the Moscow citadel.

The Golden Mikes, most coveted awards to women in broadcasting, will be presented at the annual dinner of the American Women in Radio and Television on May 2, at the Tulsa (Okla.) Assembly Center.

In its citation to Mrs. Jarvis, McCall's stated, "On a mission originally calculated to require only a 10-day visa, Lucy Jarvis ... spent five months in the Soviet Union securing the necessary permission and making arrangements for 'The Kremlin'...The battle of the red tape finally led Mrs. Jarvis to Chairman Khrushchev, who, personally, gave her this unprecedented permission."

(more)





When "The Kremlin" was first telecast by NBC in May, 1963, TV critics acclaimed it as "a triumph," "a superb achievement," "television's finest hour of the year." Hailed by TV critics and home viewers as a spectacular success, "The Kremlin" was repeated by NBC-TV a few weeks later.

The Golden Mike Top Award winner was Ruth Lyons of WLW radio and television, NBC affiliated stations in Cincinnati. Miss Lyons organized a children's Christmas fund which last year collected over \$390,000 for 60 hospitals in Ohio, Indiana and Kentucky.

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NBC-New York, 4/16/64



NBC COLOR TELEVISION NEWS



April 16, 1964

--ADDITIONS TO NBC-TV NETWORK COLOR BROADCAST SCHEDULE FOR MAY--

Saturdays, May 2, 9 and 23

5:30-6 PM

Add: "NBC Sports Special."

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April 17, 1964

NBC-TV WILL CONTINUE DUAL-NETWORK TAPE OPERATION  
PROVIDING ALL U.S. AREAS WITH PROGRAM SCHEDULE  
REGULARITY THROUGH THE DAYLIGHT TIME PERIOD

The NBC Television Network will continue its extensive dual-network tape operation -- launched in 1958 -- to provide communities across the country with program schedule regularity during the April 26-Oct. 24 Daylight Saving Time period.

This dual-network operation, utilizing tape recording and reproductions in both color and black and white, eliminates the uncertainty and confusion of shifts in local station program schedules caused by Daylight Saving Time. In the past, wholesale readjustments in programming and viewer habits were required in Standard Time areas.

NBC-TV's DST Program Repeat Plan provides for a repeat feed of the entire network schedule -- 7 a.m.-1 a.m., seven days a week -- on a one-hour delay basis to most Standard Time cities.

Live and film programs will be immediately recorded on television tape at NBC's Tape Central in New York, then played back one hour later to stations operating on Standard Time. Thus, for example, a station in Georgia, a Standard Time area, which without the DST Program Repeat Plan would be required to broadcast an 8 p.m. EDT New York show at 7 p.m. EST, is able to continue the program at 8 p.m. local Georgia time.

The one-hour repeat program service will be provided for all programs except sports and certain other special events programs, the content of which requires simultaneous transmission over the entire network.

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April 17, 1964

EUROVISION NETWORK OFFERED PORTION OF NBC-TV'S OPENING NIGHT  
N.Y. WORLD'S FAIR SPECIAL VIA RELAY II SATELLITE

Television coverage of the opening of the New York World's Fair, as will be seen on NBC-TV's 90-minute special color program, "Opening Night at the World's Fair" Wednesday, April 22 (7:30 to 9 p.m. EST) has been offered by NBC to the Eurovision television network via communications satellite transmission.

The Relay II satellite will be in position to transmit the opening portion of the special program during the satellite's 7:28 to 8 p.m. EST pass.

A segment of 10 to 15 minutes of the program would be provided to the Eurovision network, which serves 17 Western European countries. It would include live panoramic views of the fair, air views of the fair grounds filmed from a helicopter, and a tour of some of the major exhibit areas. Henry Fonda is the host of "Opening Night at the World's Fair" with Fred MacMurray, Lorne Greene, Carol Channing, Marian Anderson and Mexico's Cantinflas as guides for the various areas.

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April 17, 1964

'JEOPARDY' SETS VIEWER-RESPONSE MAIL RECORD AT NBC-TV

"Jeopardy," NBC-TV's new daytime game show, has set a new viewer-response mail record. Since its debut March 30, "Jeopardy" has prompted some 250 letters each day from the public. The total of nearly 5,000 represents the heaviest mail ever received for a daytime program in its first month of telecasts.

The color show, a creation of Merv Griffin, is seen Mondays through Fridays (11:30 a.m.-12 noon, NYT). According to the mail received at NBC, the home audiences have a heavy sprinkling of teachers and students. About 75 per cent of the letters include requests for tickets of admission to the New York studio where "Jeopardy" originates. The remainder of the mail is from viewers who would like to participate as contestants on the air.

Art Fleming hosts the daily game show where the contestants are given the answers only, and then must furnish the appropriate questions.

"Jeopardy" is produced by Robert H. Rubin and packaged by Griffin Productions.

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NBC COLOR TELEVISION NEWS



April 17, 1964

HENRY FONDA SNAPS HIS FINGERS--AND OPENS WORLD'S FAIR  
FOR VIEWERS ACROSS U.S. ON NBC COLOR SPECIAL

Stars to Be Guides During 90-Minute Show

Host Henry Fonda, with a snap of his fingers, will "turn on" the 1964-1965 New York World's Fair for viewers across the nation during NBC-TV's 90-minute color special Wednesday, April 22 (7:30 to 9 p.m. EST). With that signal, he will start a tour of the glamorous exposition for NBC-TV's "Opening Night at the World's Fair."

Fonda will be joined on his tour by top-name personalities, who will serve as viewers' guides to various areas of the Fair. The guides are, in order of appearance: Fred MacMurray (star of "My Three Sons" TV series), Lorne Greene (Ben Cartwright on NBC-TV's "Bonanza" color series), Carol Channing (title star of Broadway's hit musical, "Hello Dolly!"), Marian Anderson and Mexico's Cantinflas (in his first TV appearance on-location in the United States).

The program of live, film and tape sequences starts with Fonda and a panoramic view of the fair's attractions. Aerial views of New York's skyline, rivers, roads leading to the exhibition, and of the Fair and its Heliport Building will be shown via "helivision"--a helicopter-borne camera mounted on a special stabilizer which enables vibrationless films to be made.

(more)



Then Fonda, riding an Escorter car, starts his tour from the United States Steel Unisphere -- statuesque symbol of the Fair -- and travels to various areas where he will meet the viewers' guides.

At the Travel and Transportation Area, Fred MacMurray, followed by passengers in other cars, rides to the various sites including the interior of the Ford, Chrysler and General Motors exhibits.

In the Federal and States Area, Lorne Greene, atop the New York State tower, leads 600 musicians from various schools as he points out the sights. Then Greene and the bands parade through the area.

At the Industrial Area, Carol Channing, dressed in her "Hello Dolly!" costume, sings "It's a Hit" at various buildings that match the tune's lyrics. Miss Channing starts her tour with a group of children and visits the exhibits of International Business Machine, Bell System, General Electric, Radio Corporation of America, and others.

At the Religion Pavilions, Miss Anderson will read selections from the Bible as the 200-voice Westminster Choir and the 75-voice Columbus Boychoir respond. The Pavilions shown will include the Mormon Temple, Christian Science Pavilion, Russian Orthodox Pavilion, American-Israeli Building and Vatican Pavilion.

In the International Area, Cantinflas, in pantomime to Fonda's narration, will tour the streets and buildings to see native dancers, craftsmen, chefs and food displays, works of art, and other novel sights.

The program also will show coverage of the Fair's opening ceremonies earlier that day, including President Lyndon B. Johnson's address in the Singer Bowl.

(more)





3 - "Opening Night at the World's Fair"

(The opening day ceremonies also will be carried live on the NBC Television and Radio Networks from 12 Noon to 12:15 p.m. EST. WNBC-TV and WNBC Radio stations will cover the entire opening day ceremonies in a special program from 11 a.m. to 12:30 p.m. EST.)

-----NBC-TV PROGRAM HIGHLIGHT APRIL 22-----

OPENING NIGHT AT THE WORLD'S FAIR: Henry Fonda is host and Fred MacMurray, Lorne Greene, Carol Channing, Marian Anderson and Cantinflas are guides for a tour of the sights, sounds and glamour of the 1964-1965 New York World's Fair on opening night. (Color)

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NBC-New York 4/17/64



NBC COLOR TELEVISION NEWS



April 17, 1964

CAST AND CREDITS FOR NBC-TV'S 90-MINUTE COLOR SPECIAL,  
"OPENING NIGHT AT THE WORLD'S FAIR" APRIL 22

Program: "Opening Night at the World's Fair"

Time: NBC-TV color special, Wednesday, April 22  
(7:30-9 p.m. EST).

Format: The excitement, glamour and pageantry of  
opening night of the 1964-65 New York  
World's Fair -- and guided tours to various  
areas of the gigantic exposition by top-  
name personalities -- in live, filmed and  
taped segments.

Host: Henry Fonda

Guides to Areas (in  
order of appearance): Fred MacMurray (Travel and Transportation  
Area); Lorne Greene (Federal and States  
Area); Carol Channing (Industrial Area);  
Marian Anderson, accompanied by the 200-  
voice Symphonic Choir of Westminster Choir  
College and the 75 voice Columbus Boychoir  
(Religion Pavilions); and Mexico's  
Cantinflas (International Area).

Created and Produced by Robert Bendick

Script by: Louis Solomon

(more)



2 - Cast and Credits for "Opening Night at World's Fair"

Show Director: Kirk Browning

Sequence Directors: Dean Whitmore, Lee Tredanari and Gil Cates.

Music Composed,  
Conducted and Arranged by Bernie Green

Music Director of  
Religious Segment: Jacques Belasco

Director of Film  
Photography: Bernard Hirschenson

Production Supervisor: Ed Pierce

Associate Producers: Phil Bodwell, Thomas Sternberg

Unit Managers: Joseph Hewes, Justin Morgan and Sheldon  
Nemeyer.

Technical Supervisor: Howard Eitelbach

Film Editor: Arthur Rosenblum

Film Sound: Emil Kolisch

Film Assistant Director: Tony LaMarca

Film Script Coordinator: Angela Allen

Technical Director: O. Tamburri

Sponsor (and Agency): United States Steel, which built and  
presented the Unisphere, symbol of the  
New York World's Fair, to the Fair's  
authorities. (Batten, Barton, Durstine &  
Osborn).

Produced by: The National Broadcasting Company with the  
cooperation of the New York World's Fair  
1964-65 Corporation.

Pre-empts (April 22 only): "The Virginian"

NBC Press Representative: Al Cammann, New York.

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NBC-New York, 4/17/64





FROM THE NATIONAL BROADCASTING COMPANY

*Thirty Rockefeller Plaza, New York, N. Y. 10020*

April 17, 1964

NBC TELEVISION AND RADIO NETWORKS ARE WINNERS OF  
NATIONAL SAFETY COUNCIL PUBLIC INTEREST AWARDS

The NBC Television Network and the NBC Radio Network have each been named winners of the 1963 National Safety Council Public Interest Awards.

Established in 1948, the awards are presented each year by the National Safety Council in honor of exceptional service to safety through mass communications. They recognize "leadership, initiative, and originality in promoting accident prevention."

Only continuous efforts to promote safety throughout the year are considered by the National Safety Council judges.

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# NBC TELEVISION NETWORK NEWS

April 17, 1964

'GOD IS MY JUDGE,' STARRING NINA FOCH, GARY MERRILL, DEAN STOCKWELL,  
TO LAUNCH 'MOMENT OF FEAR' SERIES OF DRAMAS SELECTED  
FROM PRIME-TIME PROGRAMS OF PAST SEASONS

Nina Foch stars in the role of a conscience-stricken widow, who returns to her home state to confess the murder of her husband, 13 years after the crime, in "God Is My Judge," the Tuesday, May 19 drama "Moment of Fear," (NBC-TV, 8:30-9 p.m. EDT). Co-starring with Miss Foch in the drama will be Gary Merrill and Dean Stockwell.

This is the first in a series of mystery-suspense dramas which will be seen throughout the Summer. They were selected from prime-time series which have appeared in other seasons.

Widow Emily Morris (Miss Foch) returns to Arizona to confess that she murdered her husband and disposed of the body. The prosecuting attorney (Gary Merrill) attempts to disprove the widow's contention that her husband was a drunken brute. When her son (Dean Stockwell) returns from the service to testify in the case, memory plays a poignant role in the strange murder trial.

## NBC-TV PROGRAM HIGHLIGHT MAY 19

MOMENT OF FEAR: "God Is My Judge." A conscience-stricken widow (Nina Foch) confesses to the murder of her husband 13 years earlier. Also starring Gary Merrill and Dean Stockwell. This is the first of a Summer series of dramas selected from various prime-time programs of past seasons.

-----o----- NBC-New York, 4/17/64







# NBC NEWS ELECTION YEAR '64

April 20, 1964

"WALKING TV STATIONS," PORTABLE TAPE RECORDERS, "MANY OTHER INNOVATIONS" WILL FACILITATE NBC NEWS' TV COVERAGE OF POLITICAL CONVENTIONS

Greater mobility and more technical installations than ever before will facilitate NBC News' television coverage of the 1964 political conventions.

"Walking TV stations" and portable tape recorders will take viewers directly to the scene of events at the Republican convention opening July 13 in San Francisco and the Democratic convention starting Aug. 24 in Atlantic City.

"We will have many other innovations -- some quite revolutionary -- but we're keeping them under wraps for now," said William H. Trevarthen, Vice President, Operations and Engineering, NBC. "The scope of our technical equipment will be far larger than we have attempted previously. The tremendous interest that has developed in watching the conventions has made these increased facilities necessary."

The "walking TV station" that relays television pictures from the point of activity without the customary cable connection was designed to NBC's specifications by the Radio Corporation of America for first use in convention coverage. It combines a small TV camera and microwave transmitter in a lightweight pack unit which the camera-man carries. The unit operates without the heavy equipment normally associated with microwave transmission.

(more)



Unencumbered by cable, the cameraman has great freedom of movement. He has the advantage, while working in crowds, of being able to raise the camera above his head and sighting through an electronic viewfinder at eye level, without anyone blocking his view.

In the convention arenas, TV pictures taken by the camera will be beamed to microwave receivers up to several hundred feet away. With use of a special antenna, the range can be increased to 20 miles or more.

For coverage away from the convention halls, NBC is equipping two mobile units each with two such cameras and a receiving unit. They will permit one cameraman to photograph the overall activity from the roof of a vehicle while another, on the ground, concentrates on an important detail. The latter coverage will be beamed back to the mobile unit and retransmitted from it.

Mr. Trevarthen gave this illustration of how the two-man team can operate effectively: a motorcade stops and a Presidential contender alights from his car to greet someone. One cameraman is alongside the candidate, covering his actions at close range, while the other continues to record the entire scene.

NBC has ordered four portable tape recorders which will make possible the taping of pictures and sound at the scene of a development away from the regular arena cameras. Mr. Trevarthen said they will be especially useful in taping interviews in crowded places. The recorders weigh about 100 pounds each.

Less dramatic, but important to the viewers' enjoyment of NBC News' convention coverage, will be improved electronic "locking" devices which permit switching from one remote location to another without the annoyance of vertical "roll-over" on TV screens.

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NBC-New York, 4/20/64





# NBC TELEVISION NETWORK NEWS

April 20, 1964

## DAVID FROST RETURNING FROM ENGLAND TO REJOIN NBC-TV'S "THAT WAS THE WEEK THAT WAS"

David Frost returns from England to rejoin NBC-TV's "That Was the Week That Was" Friday, May 8 (9:30 p.m. EDT). The talented young British satirist, one of the creators and star of the original English "TW3" series telecast on the BBC network, will again be a regular performer on the NBC-TV version of the weekly revue satirizing current events.

Frost, who appeared frequently during the early NBC-TV weeks of the series, went back to England to star in two BBC specials: "A Little Touch of Frost" and a talkathon with the Reverend Dr. Billy Graham.

The 25-year-old humorist, the son of a Methodist minister, holds an honors degree from Cambridge where he was editor of GRANTA, the university's foremost magazine. He has turned down two invitations to stand for Parliament.







April 20, 1964

RICHARD BURTON TO BE SPECIAL GUEST ON 'JACK PAAR PROGRAM'

Richard Burton will be a special guest on NBC-TV's "Jack Paar Program" Friday, May 8 (color broadcast, 10-11 p.m. EDT).

The British star will read selections from the works of Shakespeare or Sir Winston Churchill. His choice will be announced soon. He also will chat informally with Paar.

Burton was the voice of Churchill in the TV series, "Winston Churchill--The Valiant Years." He is currently starring on Broadway in three offerings -- on stage as the melancholy Dane in Shakespeare's "Hamlet" and in the films, "Becket" and "Cleopatra."



# NBC TELEVISION NETWORK NEWS

April 20, 1964

NBC-TV'S "HUNTLEY-BRINKLEY REPORT" (FOR 5TH STRAIGHT YEAR)  
AND "DR. KILDARE" (IN 2 CATEGORIES) WIN TV GUIDE AWARDS

NBC-TV's "Huntley-Brinkley Report," for the fifth consecutive year, and the network's "Dr. Kildare" series (in two separate categories) won three TV Guide Awards in a nationwide poll of TV viewers conducted by the magazine. The awards were presented Friday (April 17) in New York and Hollywood during "Chrysler Presents a Bob Hope Comedy Special" on NBC-TV (8:30-9:30 p.m. EST).

The Monday-through-Friday "Huntley-Brinkley Report," winner in all the years the awards have been presented, again topped the popularity poll for "Best News or Information Series." The "Dr. Kildare" Thursday night series was voted "Favorite Series -- Any Type, Any Length" and "Tyger, Tyger," a two-part drama presented on the "Dr. Kildare" series won in the category for "Best Single Dramatic, Musical or Variety Program." Yvette Mimieux and Clu Gulager were the guest-stars in "Tyger, Tyger."

The four remaining winners in the poll were "The Fugitive" as "Favorite New Series--Any Type, Any Length"; David Janssen as "Favorite Male Performer"; Inger Stevens as "Favorite Female Performer"; and Winter Olympics for "Best Single News or Information Program."

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NBC COLOR TELEVISION NEWS



OHIO WESLEYAN WINS CHAMPIONSHIP AND SCHOLARSHIP GRANTS  
ON 'G-E COLLEGE BOWL'--TWO NEW TEAMS COMPETE NEXT

The Ohio Wesleyan University (Delaware, Ohio) student team received a total of \$10,500 in scholarship grants for its school and the title of "Retired Undefeated Champions," when it won its fifth consecutive contest on NBC-TV's "G-E College Bowl" color broadcast Sunday, April 19. Ohio Wesleyan defeated Alfred (N.Y.) University, 265-95.

Worcester (Mass.) Polytechnic Institute, waiting to compete upon the retirement of a five-time winner, will meet Illinois Institute of Technology (Chicago) on the program Sunday, April 26 (5:30 p.m. EDT).

The General Electric Company, sponsor of the series, awarded Ohio Wesleyan a \$9,000 scholarship grant for the five victories -- \$1,500 for each game plus \$1,500 bonus for the fifth win -- and a silver achievement bowl presented to the team by moderator Earle. In addition, the fifth victory brought Ohio Wesleyan a \$1,500 grant contributed by the Gimbel Department Stores.

Members of the Ohio Wesleyan team were William R. Shaffer of Birmingham, Mich.; Ann Hofstra of North Chevy Chase, Md.; Richard Pepp of Philadelphia, Pa.; and Mary Katherine Leshy of Peebles, Ohio.

—NBC-TV PROGRAM HIGHLIGHT APRIL 26—

G-E COLLEGE BOWL: Worcester (Mass.) Polytechnic Institute meets Illinois Institute of Technology (Chicago). (Color)

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NBC-New York, 4/20/64



April 20, 1964

WANT TO KNOW EMMY WINNERS IN ADVANCE? YOU CAN'T!

EVEN AWARDS SHOW PRODUCER FINKEL WAS CAUGHT

UNAWARES WHEN HE WAS A WINNER LAST YEAR

Bob Finkel, producer of the 16th annual "Emmy Awards" special to be broadcast on NBC-TV Monday, May 25 (10-11:30 p.m. EDT) makes it firm and clear that the winners of the golden statuettes are not known by him before the official envelopes are opened in front of the nationwide audience.

He explains that ballots from members of the Television Academy of Arts and Sciences are mailed directly to the bonded accounting firm of Price Waterhouse and Company, and they are completely confidential.

"Nothing makes me madder," says Finkel, "than to have some creep ask me if I can give him some advance information about who is going to win an Emmy. The proof of the honesty of this program was evident last year when I darned near loused up the awards because I wasn't at my table when my own show won an Emmy."

Finkel, whose regular job is producing NBC-TV's "The Andy Williams Show," was dashing around backstage when the Williams series was announced as the winner of an Emmy for television's best variety program.

"If the producer of the 'Emmy Awards' doesn't know that his own program is going to win an Emmy, how can anyone possibly suspect that everything isn't on the up and up?" demands Finkel.

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April 21, 1964

GM, FORD AND CHRYSLER TO SPONSOR JOINTLY--IN MEXICO--

"OPENING NIGHT AT THE WORLD'S FAIR"; OTHER FOREIGN

SALES BY NBC INTERNATIONAL ARE ANNOUNCED

In what is believed to be a first in television, General Motors, Ford and Chrysler will sponsor jointly -- in Mexico -- "Opening Night at the World's Fair," NBC-TV special of Wednesday, April 22, in a live relay from the NBC-TV Network, to Mexico's Telesistema Mexicano.

The 18-station Mexican network ordered the coverage from NBC International, which will also fly a direct positive kinescope to Manila.

America's three major automotive manufacturers are among the New York World's Fair's largest exhibitors.

Mexico's outstanding movie personality, Cantinflas, will be one of four distinguished personalities who will guide viewers around the Fair during the special opening-day television coverage produced by NBC.

Other guides will be "Bonanza's" Lorne Greene, actor Fred MacMurray, Broadway's Carol Channing, and singer Marian Anderson. Actor Henry Fonda will be host.

In other sales last week by NBC International, the BBC in London ordered "Cuba: The Missile Crisis"; Televis Eire in Dublin bought the award-winning "Way of the Cross"; Oy Mainos in Helsinki ordered "Paris: The Story of High Fashion," and Oy Tesvisio in

(more)





Helsinki ordered the "Perspective on Greatness" series episode on the late Gen. Douglas MacArthur.

Danmarks Radio in Copenhagen ordered three more hours of "The Dick Powell Show" and three more of the "87th Precinct" series, and Sveriges Radio in Stockholm bought another hour of "The Richard Boone Show."

Nederlandse Televisie Stichting in Hilversum, Holland, ordered "Our Man in Andorra, San Marino, Monaco, Lichtenstein and the Sovereign Military Order of Malta."

RAI in Rome bought "Greece: The Golden Age."

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NBC-New York, 4/21/64



April 21, 1964

NBC'S MIMI HOFFMEIR TO HAVE PROMINENT ROLE IN CONVENTION  
OF AMERICAN WOMEN IN RADIO AND TELEVISION

Mimi Hoffmeir, Manager, Program Analysis Department, NBC, will have a prominent role in the 13th annual national convention of American Women in Radio and Television, April 30-May 3 in Tulsa, Okla.

Miss Hoffmeir will moderate a panel discussion by women broadcasters from Argentina, Israel, Poland and Yugoslavia. They were brought to this country under the joint sponsorship of the State Department and the Educational Foundation of AWRP to observe the American system of broadcasting.

Miss Hoffmeir is a candidate for secretary-treasurer of AWRP. A charter member of the organization, she is currently vice chairman, Board of Trustees, AWRP Educational Foundation. She is also a past president of AWRP's New York chapter.

Two other NBC representatives will take part in the convention. Hugh M. Beville Jr., Vice President, Planning and Research, NBC, will be a panelist discussing audience measurement. Lucy Jarvis, Producer, NBC News and Public Affairs, will also be a panelist, speaking about programming and production.

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FROM THE NATIONAL BROADCASTING COMPANY

Thirty Rockefeller Plaza, New York, N. Y. 10020

GRANT E. PLATT, SON OF AN NBC ENGINEER, IS ONE OF 15 HIGH SCHOOL  
SENIORS NAMED WINNERS OF 1964 RCA NATIONAL MERIT  
SCHOLARSHIPS FOR CHILDREN OF RCA EMPLOYEES

FOR RELEASE WEDNESDAY P.M. APRIL 22

Grant E. Platt, son of NBC Transmitting Engineer John E. Platt, is one of 15 high school seniors who have been named winners of the 1964 RCA National Merit Scholarships for children of RCA employees, it was announced today by Dr. Douglas H. Ewing, Vice President and Technical Director, Radio Corporation of America.

Grant Platt lives in Alexandria, Va., and attends Groveton High School. He will enroll at Harvard College, Cambridge, Mass., and major in liberal arts.

His honors and activities include: First place University of Richmond Affirmative Debate award, president of school National Honor Society, varsity debate team, school newspaper editorial page editor and "Youth Wants to Know" television program.

John E. Platt is with WRC-TV, the NBC-owned television station in Washington, D.C.

Each year, in cooperation with the National Merit Scholarship Corporation, RCA sponsors a maximum of 15 four-year college scholarships, carrying stipends up to \$1,500 annually, for children of RCA employees. The RCA Merit Scholarship Program, inaugurated in 1962, also provides, in some instances, for financial aid to the colleges selected by the RCA Merit Scholars.

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Dr. Ewing said the 1964 Merit Scholars were chosen on the basis of scholastic aptitude, leadership ability and good citizenship.

The RCA Merit Scholarship Program is part of RCA's aid-to-education program, established in 1945. This program, under the direction of the RCA Education Committee, of which Dr. Ewing is the Chairman, includes scholarships, fellowships, tuition loans and direct grants to colleges and universities.

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NBC-New York, 4/21/64



# NBC TELEVISION NETWORK NEWS

April 21, 1964

## EDUCATORS HONOR CREATOR-PRODUCER OF 'MR. NOVAK'

E. Jack Neuman, creator and executive producer of the NBC-TV drama series, "Mr. Novak," has been honored with a special "Better Understanding" award by the Washington Education Association.

Neuman received the award at the association's recent Diamond Anniversary banquet in Olympia, marking the first time the organization has given such an honor to anyone who does not reside in the state. Dale Harmon, president of the 32,000-member organization, said in making the presentation, "This is a special award in recognition of an especially outstanding contribution to the cause of education. It is our way of showing E. Jack Neuman that we appreciate his sincere desire to show that today's teachers are doing a good job, and facing bigger problems than the public generally realizes."

"Mr. Novak" is telecast on NBC-TV Tuesdays (7:30-8:30 p.m. EDT). The series, starring James Franciscus as English teacher John Novak and Dean Jagger as principal Albert Vane, is concerned with the problems and rewards of teaching in a big-city high school.

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April 22, 1964

'DR. KILDARE,' STARRING RICHARD CHAMBERLAIN AND RAYMOND MASSEY  
TO START 4th NBC-TV SEASON SEPT. 24 IN REGULAR THURSDAY HOUR;  
FIVE ADVERTISERS RENEW SPONSORSHIP IN SERIES FOR 1964-65

Richard Chamberlain and Raymond Massey will be in residence  
as stars of "Dr. Kildare" when the NBC-TV dramatic show starts its  
fourth season Thursday, Sept. 24 in its regular time period (8:30 to  
9:30 p.m. NYT).

Five advertisers have renewed sponsorship in the series for  
1964-65, it was announced today by Don Durgin, Vice President, Television  
Network Sales, NBC.

They are Warner-Lambert Pharmaceutical Co. (through its  
agency, J. Walter Thompson Co.), Liggett & Myers Tobacco Co. Inc.  
(J. Walter Thompson Co.), Maybelline Company (Post-Keyes-Gardner Inc.),  
Colgate-Palmolive Co. (Norman, Craig & Kummel) and Glenbrook Labs  
(Dancer-Fitzgerald-Sample).

"Dr. Kildare," the recipient of many awards, most recently  
a TV Guide Award for "Favorite Series -- Any Type, Any Length," made  
a star out of unknown actor Richard Chamberlain. It provided Raymond  
Massey, a veteran of stage, screen, radio and television, with one of  
his most impressive characterizations in a long and distinguished  
career. Chamberlain plays the title role and Massey is seen as his  
mentor, Dr. Gillespie.

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"YOUR FUTURE IN TELEVISION," BOOK BY NBC'S J. NOEL DEUTSCHER,  
GOING INTO ITS SECOND PRINTING IN SEPTEMBER

The second printing of "Your Future in Television," a hard-cover book by J. Noel Deutscher, Director, Organizational Development, Employment and Training, National Broadcasting Company, will go to press in September of this year.

The book, Mr. Deutscher's first, was originally published in June of 1963. It is one of 57 in the series "Careers in Depth," offering readers a definitive study of a particular career by a noted leader in the field. The series is published by Richards Rosen Press, New York.

Mr. Deutscher wrote "Your Future in Television" for junior and senior high school students and college students to aid them in weighing their capabilities and ambitions in light of the requirements, advantages and drawbacks of a career in television. The first printing of the book was 5,500.

It has received wide national distribution, particularly in high school and college placement offices and libraries.

Mr. Deutscher was requested to write "Your Future in Television" because of his unique qualifications, including exposure to the career problems of young men and women.

Before joining NBC he taught in junior college and both junior and senior high school. In addition to his teaching duties,

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he devoted much of his time to counseling -- especially about careers. In 1951 he joined the National Association of Manufacturers and within five years he advanced to the position of Associate Director of Education. He organized career clinics and wrote and edited a number of booklets aimed at giving high school students insight into various jobs in industry.

Mr. Deutscher joined NBC in 1957. As Director of Organization Development, Employment and Training he is responsible for finding, training, and developing all kinds of executive talent. In this capacity he is familiar with virtually every aspect of the television industry.

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NBC-New York, 4/22/64



## NBC TRADE NEWS

April 22, 1964

### WINNERS OF ANNUAL NBC PROMOTION MANAGERS COMPETITION ON AWARD TRIP TO LOS ANGELES AND LAS VEGAS

Winners of the sixth annual NBC promotion managers campaign awards competition are collecting their joint rewards this week by visiting Los Angeles and Las Vegas.

Their host is Al Rylander, Vice President, Promotion, NBC. Co-hosts are John Scuoppo, Director, Promotion, NBC, New York; Mort Fleischmann, Manager, Promotion, NBC, Burbank, and his aide, Terry Keegan.

The winners are: James Knight, WTRF-TV, Wheeling, W. Va.; Howard Wry of WHNB-TV, West Hartford, Conn.; Dick Paul, WAVY-TV, Norfolk, Va.; Caley Augustine, WIIC, Pittsburgh, Pa.; Cal Mahlock of WKJG-TV, Fort Wayne, Ind.; and Barbara Welcher, KGNC-TV, Amarillo, Tex.

Highlights of the tour include visits to various NBC-TV shows in production, and conferences with producers of the series and executives of major studios concerning products to be shown on the NBC-TV Network during 1964-65. The tour officially closes next Saturday.

Today (Wednesday, April 22) the promotion managers are scheduled to meet Shirley Booth on the "Hazel" set at Screen Gems Studios. They will be the guests of Harry Ackerman, Executive Vice President of Screen Gems. Then they will travel to MGM studios in Culver City for lunch with Robert Vaughn, star of "Solo" and Leon Benson and Brian Kelly, stars of "Flipper."

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They also will confer with Alan Courtney, Vice President in charge of Television at MGM, tour the lot and see screenings of "Flipper" and "Solo." Later they will tour Desilu Culver studios and meet with Gordon Oliver, producer of "Profiles in Courage," based on the book by the late President John F. Kennedy. In the evening the group will dine at the Ambassador Hotel's Cocoanut Grove with Jim Backus and Gary Clarke, respective stars of "The Adventures of Mr. Magoo" and "The Virginian," and Whitney Blake of the "Hazel" series.

Tomorrow (Thursday, April 23) the promotion managers will fly to Las Vegas, where they will check into the Desert Inn. That evening they will attend the Phil Harris show there and later the Le Lido de Paris midnight show at the Stardust.

Daytime hours Friday, April 24, will be devoted to swimming, shopping and touring Las Vegas. In the evening, the group will dine at the Dunes Hotel and see the Casino de Patee show. At midnight they will be entertained by Victor Borge at the Sahara Hotel.

The week for the touring winners started Friday, April 17, when they arrived in Los Angeles, attended Bob Hope's "Chrysler Comedy Special" featuring the TV Guide Awards at NBC's Burbank Studios, and a party which followed the show.

Last Saturday the group had breakfast with Jack Benny and Richard Chamberlain (title star of "Dr. Kildare") and lunched at the Hollywood Brown Derby with Michael Landon of "Bonanza" and his wife. Following an afternoon of relaxation which included a trip to Farmer's Market, the group dined at Perino's with Dennis Weaver, star of the "Kentucky Jones" series and his wife.

After a restful Sunday, members of the party visited the Disney studio Monday morning. After touring the studio, they lunched

(more)





in the commissary with the "Wonderful World of Color" stars Brian Keith, James Whitmore and Brandon de Wilde. During the afternoon, the group met with emcees Bob Barker of "Truth or Consequences," Monty Hall of "Let's Make a Deal," Tom Kennedy of "You Don't Say!" and Bill Leyden of "Your First Impression."

Monday evening the group participated in a taping of "Let's Make a Deal" at NBC's Burbank Studios. Later they dined at the La Scala with the Gig Youngs. (Young is one of the stars of "The Rogues.")

Early Tuesday, the promotion men visited Revue Studios, and viewed the pilot of "90 Bristol Court," met with Joe Connelly, executive producer of the series and Dick Berg of the "Hope-Chrysler Theatre" series. They also were briefed on plans for Kraft production during the 1964-65 season.

Following lunch in the commissary with James Drury and Gary Clarke of "The Virginians," the group visited Four Star Studios where they met Collier Young and David Niven, producer and one of the stars, respectively, of "The Rogues."

Tuesday night the group dined at the Stadium Club at the Los Angeles Dodgers with Mr. and Mrs. James Franciscus (he enacts "Mr. Novak") and Mr. and Mrs. Fess Parker (Parker is star of the "Daniel Boone" series). Then they attended the baseball game between the Detroit Tigers and the Los Angeles Angels.

In nearly every instance of the trip where stars were involved the promotion managers had pictures taken with them, not only on the sets but at the dinners and the various places they visited.

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NBC-New York, 4/22/64





April 22, 1964

NBC-TV UNIT WILL SPEND NINE WEEKS IN MIDDLE EAST TO MAKE  
FULL-HOUR COLOR FILM ON ARCHAEOLOGY AND THE BIBLE

An NBC television unit will leave New York April 28 to make a full-hour color film on archaeology and the Bible during a nine-week period on location in Iran, Iraq, Egypt, Jordan and Israel. Doris Ann, manager of NBC religious programs, announced the project today.

The program, scheduled for presentation as a "Southern Baptist Hour" on NBC-TV in May, 1965, will be produced by NBC in association with the Southern Baptist Convention's Radio and Television Commission.

Miss Ann will be executive producer. With her on location will be Martin Hoade, producer-director; Joseph Vadala, cameraman; and Thomas Landi, assistant cameraman. Representing the Southern Baptist Convention will be Dr. Paul M. Stevens, director of its Radio and Television Commission, and Truett Myers, consultant.

The new program, as yet untitled, will survey the remains of great civilizations of antiquity in the Middle East -- Persian, Babylonian, Assyrian, Sumerian, Egyptian, Israelite and Greek among them. It will show, through the surviving physical monuments and writings, how man moved forward to a belief in one God and to the development of an ethical life within the Judaic-Christian tradition.

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Ancient sites to be visited include Ur and Babylon, in Iraq; Persopolis and Susa, in Iran; El Karnak, in Egypt; Megiddo and Jerusalem, in Israel; and -- in Jordan -- Jericho and Khirbet Qumran, where in 1947 the Dead Sea scrolls were found in a cave.

In addition to its visits to royal palaces, tombs, temples, theatres, fortresses, caves and monasteries, the TV unit will film in museums in Teheran, Baghdad and Cairo, where rare historical objects are preserved.

The program will relate the archaeology to the narrative of the Bible, telling the story, as the Old Testament does, through its great figures: Abraham, Moses, David, Solomon, the Prophets -- Isaiah, Jeremiah, Ezekiel and Daniel chief among them -- and others.

Philip Scharper, well-known writer on religious subjects, will write the script which, in large measure, will be in the words of the Old Testament. John Teeple will be the film editor. The unit will return to New York July 2.

The new program will be a companion-piece to "Walk Beside Me," the story of the Apostle Paul, a 60-minute "Southern Baptist Hour" color special to be telecast on the NBC-TV Network Sunday, May 31, 1964 (1-2 p.m. EDT). This program was filmed last year in the footsteps of Paul's missionary journeys in Jordan, Israel, Turkey, Greece and Italy.

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NBC-New York, 4/22/64



April 22, 1964

HOW NBC NEWS COVERED OPENING  
OF THE NEW YORK WORLD'S FAIR  
- - -  
NBC Only TV Network Carrying President Johnson's  
Speech Dedicating United States Pavilion

NBC News' coverage of the opening day at the New York World's Fair and the civil rights demonstrations that marred the festivities was presented today (Wednesday, April 22) in special programming on the NBC-TV and NBC Radio Networks, and on WNBC-TV, New York.

NBC-TV was the only television network that carried President Johnson's speech dedicating the United States Pavilion, during which the chants of demonstrators could be heard.

A full-hour special program on WNBC-TV at 11 a.m. EST included live coverage at the Schaefer Brewing Company Pavilion of a demonstration which resulted in the arrest of many of the participants, and of picket lines outside the New York City Pavilion, the Maryland Pavilion, the Singer Bowl and the main entrance ramp to the Fair grounds.

NBC News reporter Robert Teague described the scene inside the Schaefer building, where more than a dozen persons who had climbed on top of a counter were pulled down by police. Using a camera atop the Electric Power and Light Tower, NBC showed the large crowd outside the pavilion and the Fair police vans in which the demonstrators were carried away.

Reporter Gabe Pressman interviewed leaders of Congress of Racial Equality groups picketing the New York City and Maryland



pavilions, and reporter Geoffrey Pond covered a "human chain" in front of the main entrance.

The program also presented scenes of President Johnson's arrival in a helicopter, remarks by former President Truman, panoramic views of the World's Fair from an NBC camera in a helicopter, and views of the principal highways to the Fair site, where an expected stall-in failed to materialize.

NBC News continued its coverage with a special NBC-TV program from 12 noon to 12:43 p.m. EST. President Johnson was shown arriving at the Singer Bowl and greeting former President Truman, Mrs. Truman, Governor Rockefeller, Mrs. Rockefeller, Francis Cardinal Spellman, Robert Moses and other notables. The program presented introductory remarks by Mayor Wagner of New York, President Johnson's principal address in the Singer Bowl and the President's speech which followed at the United States Pavilion.

Live reports by Pressman and Teague on NBC-TV's "Today" program and "NBC News Morning Report" preceded the special programming which began on WNBC-TV at 11 a.m.

The NBC Radio Network presented continuous coverage of the World's Fair ceremonies and demonstrations from 11:05 a.m. to 12:40 p.m. EST.

"Opening Night at the World's Fair," a 90-minute color special, was scheduled on NBC-TV from 7:30 to 9 p.m. EST. A two-hour program of highlights of the opening day will be presented tomorrow (Thursday, April 23) on NBC-TV's "Today" program.

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NBC-New York, 4/22/64





FROM THE NATIONAL BROADCASTING COMPANY

Thirty Rockefeller Plaza, New York, N. Y. 10020

April 22, 1964

MICHAEL LANDON CHOSEN FOR SILVER SPURS AWARD AS 'MOST POPULAR  
TV WESTERN STAR'--THIRD 'BONANZA' PLAYER TO WIN HONOR

Michael Landon, who portrays Little Joe Cartwright on NBC-TV's "Bonanza" color series, has been named winner of the 1964 Silver Spurs Award by the Reno, Nev., Chamber of Commerce as "The Most Popular TV Western Star."

The award is given annually after a poll of the nation's television critics and columnists.

Landon joins two "Bonanza" co-stars, Dan Blocker and Lorne Greene, who won Silver Spurs in 1962 and 1963, respectively.

The Silver Spurs Award was established in 1949 to honor the most popular western motion picture star. Winners were John Wayne, Gary Cooper, Gregory Peck, Alan Ladd, Spencer Tracy, Fred MacMurray, James Stewart and Glenn Ford. In 1960, the competition was limited to TV Western stars, and the winners in that classification have been James Arness, Richard Boone, Blocker, Greene and now Landon.

The 1964 award will be presented by Governor Grant Sawyer of Nevada at ceremonies highlighting the state's centennial celebration next month in Reno.

("Bonanza" is telecast in color Sundays 9-10 p.m. EDT.)

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JAMES FRANCISCUS HONORED FOR 'MR. NOVAK' ROLE BY  
CHRISTIAN COLLEGE FOR WOMEN

James Franciscus, star of NBC-TV's "Mr. Novak," has been named man of the year by the Christian College for Women, Columbia, Mo. It is the first such award conferred by the school in its 113-year history.

Dr. Kenneth Freeman, the college president, said, "Mr. Franciscus was chosen because of his special service to education in dignifying the teaching profession and accenting the values of close student-teacher relationships through the excellence of his portrayal of 'Mr. Novak!'"

The actor will accept the award on the campus May 2, during the school's homecoming celebration.

NBC-New York, 4/22/64





# NBC TELEVISION NETWORK NEWS

April 22, 1964

## STATUETTE OF NO LIMITATIONS

Laughs Cued by Past Emmy Winners Guide

Tongue-in-Cheek TV Treatment

"The purpose of the 16th annual 'Emmy Awards' broadcast is to honor the best work that has been on television," says producer Bob Finkel, "but I always keep in mind that these broadcasts have another major purpose -- to entertain."

Finkel, who is preparing this year's awards special for NBC-TV viewing Monday, May 25 (10-11:30 p.m. EDT) promises entertainment along with awards.

"I don't think there is anything more boring than a solemn, distinguished parade of people walking up to a stage to receive awards," says Finkel. "This year we're going to stick our tongue in our cheek and poke a little fun at ourselves."

Finkel has signed comedians Carl Reiner and Mel Brooks to revive their "2,000-year-old-man" routine in which Reiner will portray a reporter interviewing Brooks about what television was like 2,000 years ago. Finkel adds: "We have also gone through all the films of past 'Emmy Awards' broadcasts to prepare a few giggles about how some people have reacted to winning an Emmy. Most show folk have pretty good

(more)



control of themselves when they hear their names called out as winners -- but some of them go all to pieces.

"Some literally ran down the aisles, some were so happy that they fell down in their rush to the podium, and one, instead of saying 'Thank you,' just leaped straight up in the air with joy.

"I think our viewers will get some pretty good laughs out watching these unplanned moments of the past."

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NBC-New York, 4/22/64



NBC-TV NETWORK PROGRAM

SCREEN AUTHOR ELEANORE GRIFFIN--MAKING TV SCRIPTING DEBUT--  
WILL BE A WRITER FOR NBC'S NEW "KENTUCKY JONES" SERIES

Screenwriter Eleanore Griffin has been signed by the National Broadcasting Company for her television writing debut on the new NBC-TV series, "Kentucky Jones," to be presented Saturdays (8:30-9 p.m. NYT) starting Sept. 19.

The signing of Miss Griffin as a writer for "Kentucky Jones" was announced by Felix Jackson, Vice President, NBC Productions, who is readying the series for the 1964-65 season, with Buzz Kulik serving as executive producer and Albert Beich as producer, as previously announced.

Miss Griffin's major screen credits include "Third Man on the Mountain," "Imitation of Life," "Good Morning, Miss Dove," "A Man Called Peter," "The Harvey Girls," "Tenth Avenue Angel," and "One Man's Way."

The series will star Dennis Weaver in the title role and feature 10-year-old Ricky Der and veteran character actor James McCallion. It will go into production at Desilu Studios, Culver City, in June.

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NBC-New York, 4/22/64





NBC COLOR TELEVISION NEWS



CREDITS FOR NBC-TV COLOR COVERAGE OF FINAL HOLES  
OF TOURNAMENT OF CHAMPIONS GOLF CLASSIC

Time: NBC-TV Network color telecast, Sunday, May 3  
(4 to 5:30 p.m. EDT).

Program summary: Action at the final four holes of the 12th  
annual Tournament of Champions golf  
classic at Desert Inn Country Club in  
Las Vegas, Nev. Eight color TV cameras  
will be used for the coverage. This is  
eighth straight year NBC-TV is televising  
tourney windup, and third straight year  
of color coverage.

Participants: 29 professional golfers, the winners of  
43 major PGA tournaments during the past  
year. Defending champion is Jack Nicklaus

Facts on course: Desert Inn is 7,102-yard, par 72 course.  
Holes being televised are:  
No. 15 -- 501 yards, par 5.  
No. 16 -- 163 yards, par 3.  
No. 17 -- 406 yards, par 4.  
No. 18 -- 432 yards, par 4.

Commentators: Bud Palmer, Chick Hearn, Jim Gibbons and  
Phil Harris.  
(more)



Executive producer: Perry Smith.

Directors: Harry Coyle and Ted Nathanson

Sponsors (and agencies): Goodyear Tire & Rubber Company (Young & Rubicam) and Wilson Sporting Goods Company (Campbell-Mithun Inc.).

NBC Press representative: Bob Goldwater, New York

\* \* \*

A CHALLENGE FOR CHAMPIONS

The 7,102-yard, par 72 layout at Desert Inn Country Club in Las Vegas, Nev., always proves a challenging test for the golfers competing in the annual Tournament of Champions, the final holes of which will be televised -- live and in color -- by NBC-TV Sunday, May 3 (4 to 5:30 p.m. EDT).

Here is a brief description of the four finishing holes, on which television viewers will see tournament champions including PGA champion and defending champion Jack Nicklaus, Masters champion Arnold Palmer and U. S. Open champion Julius Boros:

No. 15 -- 501 yards, par 5. Green may be reached in two, but water hazard on the right threatens "pushed" or "faded" tee shot.

Immense green has two levels. No. 16 -- 163 yards, par 3. Delicacy, rather than power, is required here for a tee shot over water to terraced green. Water hazard also swings around to right of green, with traps on left.

No. 17 -- 406 yards, par 4. Lake along right of fairway, and pair of traps on left at 260 yards, are likely to catch tee shots that are sliced or hooked, and may influence long hitters to use something other than a driver from the tee. Green trapped on left and right.

No. 18 -- 432 yards, par 4. Water hazard on the right makes this hole a slight dogleg to right. Some golfers will try to drive over water.

Fine finishing hole with undulating green trapped on both sides.





April 22, 1964

NOTES FROM BUDAPEST, HAND-CARRIED TO THE WEST

As Reported on NBC Radio's "Emphasis" by Kenneth Bernstein,  
NBC News Correspondent in London

You go into a place like Hungary with a stereotyped idea of life under Communism, and perhaps your imagination gets the better of you. Perhaps (you think) the clicking on the phone line is bugging, not innocent mechanical trouble. Perhaps the two chaps in raincoats who followed me from the American legation were gumshoes, not passersby who happened to be going my way.

Who can tell where the imagination, the preconceptions, will take you? I started out destroying my notes by tearing them to smithereens. But after two weeks in Hungary, seeing the political relaxation there, I began to think my suspicions were unfounded.

The day I left, I was so reassured that I dropped the last of my notes intact into the hotel wastebasket. On one sheet I had scrawled: 46 tanks, 22 jet fighters, 18 howitzers, and so forth -- notes from the military parade I'd seen. As I deposited the data in the rubbish, I said to myself, "Let them worry about it."

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April 23, 1964

MATTEL TO BE ALTERNATE-WEEK SPONSOR OF 'FLIPPER'

Mattel Inc. has purchased alternate-week sponsorship of "Flipper," a new NBC-TV adventure series which features a dolphin named Flipper, it was announced today by Don Durgin, Vice President, Television Network Sales, NBC.

As previously announced, the series deals with an underwater ranger, his two young sons and Flipper. "Flipper" will be telecast in color Saturdays (7:30-8 p.m. NYT), starting Sept. 19. Stars of the show are Brian Kelly as the ranger and Luke Halpin and Tommy Norden as his sons.

The Mattel order was placed through Carson/Roberts Inc.

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April 23, 1964

HUMBLE OIL TO SPONSOR REPEAT OF 'THE RIVER NILE'

"The River Nile," the full-hour NBC News color TV special which won critical and popular acclaim when first presented a year and a half ago, will be repeated on the NBC-TV Network Sunday, May 24 (10-11 p.m. EDT).

The Humble Oil & Refining Company will be the sponsor, represented by McCann-Erickson, Houston.

James Mason narrates the program, which traces the historic course of the Nile from Central Africa to the Mediterranean. The program, produced and written by Lou Hazam, was filmed by an NBC News crew during an 84-day journey that began at a stone pyramid in the Watusi country of Ruanda-Urundi. By truck, motor-launch, canoe, train, plane, foot and sailing-boat in turns, the film team moved North along the Nile, photographing the people and animals of strange cultures and the remnants of past civilizations. Ray Garner was the director, Guy Blanchard the cameraman.

Highlighted in the program are many archaeological treasures of Egypt, including the Pyramids, the Sphinx and the temples of Abu Simbel. Featured, too, is the Aswan dam, which, when finished, will be the largest dam in the world. It will create a massive lake, 400 miles long and 16 miles

(more)





wide at the dam, which will provide electric power and bring water to a million acres of land. The lake may also drown many priceless art treasures of Egypt's past.

Last year "The River Nile" won a Golden Gate Award at the San Francisco International Film Festival.

NBC-TV PROGRAM HIGHLIGHT MAY 24

THE RIVER NILE: James Mason narrates an NBC News special exploring the historic course of the Nile, its strange cultures and remnants of past civilizations.

(Color. Repeat of Oct. 28, 1962)

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NBC-New York, 4/23/64



PRODUCTION STAFFERS JOIN BILL DANA DURING  
NIGHTCLUB TOUR FOR SHAPING 1964-65 SERIES

Talk about smoke-filled hotel rooms!

Comedian Bill Dana might be the only performer who put a TV show together in one.

Bill was on a nightclub tour when his NBC-TV Sunday night comedy series "The Bill Dana Show," was renewed for next season and, unable to join his production team in Hollywood, summoned the film executives to meet with him on the road.

This week, he is huddling with executive producer Sheldon Leonard, producer Jack Elinson and teams of writers in San Francisco's Fairmont Hotel where he is currently the headliner.

"We'll get a head start on the year this way," Dana says. "From a practical standpoint, we're probably getting more work done up here than we would in Hollywood. The phones aren't jangling, there are no business luncheon engagements to keep and we have a relaxed approach to the job."

Although no major changes in format are planned, Dana said earlier this week that the new season would find him in more comedies that take place outside the Park Central Hotel, his fictional TV home as Jose Jimenez, the always-trying but often hapless bellhop.

After conclusion of his Fairmont Hotel date April 28, Dana will fly to New York. He will open at the Sahara Hotel, Las Vegas, May 12, and return to Hollywood June 8. Production of his TV show resumes in late June at Desilu-Cahuenga Studios, Hollywood.

"The Bill Dana Show" is currently telecast on NBC-TV Sundays, 7-7:30 p.m. NYT. The program will move to the Sunday, 8:30-9 p.m. time





NBC-TV NETWORK PROGRAM

ENGLAND'S ROGER McDUGALL TO BE  
A WRITER FOR "KENTUCKY JONES"

English playwright and screenwriter Roger McDougall has been signed by producer Albert Beich for his U.S. television scripting debut as a writer for the NBC series, "Kentucky Jones," to be presented Saturdays (8:30 p.m. NYT), starting Sept. 19.

McDougall's hits include the play and screenplay of "The Man in the White Suit," and screenplays for "The Mouse That Roared" and "A Touch of Larceny."

His play "Escapade" ran one-and-a-half years in London. Another play, "Gog et Magog" ran a record three-and-a-half years in Paris. His new play, "Repose en Paix Bobby," will open soon in Paris.

"Kentucky Jones" will star Dennis Weaver in the title role and feature 10-year-old Ricky Der and veteran character actor James McCallion. It will go into production at Desilu Studios, Culver City, in June. Buzz Kulik will serve as executive producer, as announced previously by Felix Jackson, Vice President, NBC Productions, who is readying the series for the 1964-65 season.



DOUBLE TV DATES FOR JOAN BLONDELL

Joan Blondell, who has been a showbusiness headliner since the early Thirties, will guest-star on two NBC-TV shows within less than two weeks.

Miss Blondell will portray a dowager aunt who persuades Adam Cartwright (Pernell Roberts) to propose to her niece (Kathie Browne) in "The Pressure Game," on the "Bonanza" color series Sunday, May 10 (9-10 p.m. EDT).

On Thursday, May 21, Miss Blondell will play a wealthy widow who believes that her old friend, Dr. Gillespie (Raymond Massey) wants to marry her, in "For Love or Money" on the "Dr. Kildare" series (8:30-9:30 p.m. EDT).

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A DAUGHTER FOR THE GIG YOUNGS

Gig Young and his wife are the parents of a daughter born Tuesday (April 21) in Hollywood. The girl, named Jennifer, is the couple's first child.

Young will co-star with Charles Boyer and David Niven in "The Rogues," weekly full-hour series which will have its premiere on NBC-TV Sunday, Sept. 13 (10-11 p.m. NYT).

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NBC-New York, 4/23/64



## ROBERT EARLE TO BE EMCEE OF INTERCOLLEGIATE SONG COMPETITION

Robert Earle, moderator of NBC-TV's "G-E College Bowl" color series (Sundays, 5:30 p.m. EDT), will be master of ceremonies at the Intercollegiate Song Competition of the Barnard College Arts Festival on April 25. This highlight of the college's 75th Anniversary Arts Festival (April 24-May 2) will be held in the school's Wollman Auditorium, Ferris Booth Hall, New York.

The seven collegiate singing groups that will compete for the grand prize, a case of champagne, are the Smithereens, Smith College; Shwiffs, Connecticut College; Spizzwinks, Yale; Trinidads, Trinity College; Columbines, Barnard College; and the Kingsmen and Notes and Keys of Columbia University. The groups will be judged by Jean T. Palmer, General Secretary of Barnard; Prof. Nicholas England of the Columbia Music Department, and David Goodman, former acting proctor at the University.

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NBC-New York, 4/23/64





FROM THE NATIONAL BROADCASTING COMPANY

Thirty Rockefeller Plaza, New York, N. Y. 10020

2-X-H

FOUR GEORGE FOSTER PEABODY AWARDS GO TO NBC FOR  
DISTINGUISHED ACHIEVEMENT IN TV AND RADIO

"American Revolution of '63," "Mr. Novak," Sunday Night "Monitor"  
and "Dorothy Gordon's Youth Forum" Honored; NBC Radio  
Affiliates KSTP and WLW Also Receive Peabody Awards

FOR RELEASE WEDNESDAY P.M., APRIL 29

The National Broadcasting Company has been named recipient of four George Foster Peabody Awards for distinguished achievement in television and radio during 1963, it was announced today at a luncheon meeting of Broadcast Pioneers at the Hotel Pierre in New York.

NBC winners and their classifications are: "The American Revolution of '63," television education; "Mr. Novak," television entertainment; Sunday night "Monitor," radio news; and "Dorothy Gordon's Youth Forum," (WNBC-TV and NBC Radio), television youth programs. In addition, two NBC Radio affiliates, KSTP in Minneapolis and WLW in Cincinnati, were presented with Peabody Awards -- KSTP for radio public service and WLW for radio education.

In citing "The American Revolution of '63," NBC's unprecedented three-hour civil rights study, Peabody Board Chairman Bennett Cerf termed it "an eloquent contribution to an understanding of the American Negro's long struggle for equality, as well as handsome evidence of the stature of the television medium."

This is the sixth major commendation accorded "The American Revolution of '63," which was telecast Labor Day, Sept. 2, 1963. Other organizations which have honored the production include the American

(more)



Jewish Committee, the American Civil Liberties Union, the National Association for the Advancement of Colored People, the National Conference of Christians and Jews and Sigma Delta Chi, the professional journalism society.

"Mr. Novak" was singled out "for restoring dignity and honor to the popular image of the American school teacher, for reminding our young people that there is no grander pursuit than the pursuit of knowledge, and for daring to insist -- without preachment or piety -- that the uneducated man is an incomplete man... This series has assumed a special importance in an age of lowered standards and school drop-outs. It has sensed its responsibility and risen to it with courage and good taste."

NBC's Sunday night "Monitor" program was honored "for presenting, in attractive and interest-arousing forms, both important news and significant background features, tailored to mobile, restless and busy listeners."

Citing "Dorothy Gordon's Youth Forum," Cerf said that the program "gives representative young people of our own and other nations the opportunity to voice their opinions and to hear the comments of a distinguished expert who also summarizes the points brought out by the youthful panel. This outstanding program and its founder and skillful moderator, Miss Dorothy Gordon, have made a vast contribution in clarifying the crucial issues of our times for the youth of America."

In presenting the award to KSTP, Cerf stated that "with its daily program, 'Open Line,' KSTP has promoted public discussion of important issues relating to the community. This station played a significant role in the 1963 statewide controversy involving the University

(more)





### 3" - Peabody Awards

of Minnesota and certain public groups which claimed that this institution was harboring subversive agents and influences. Lee Vogel, the producer, by giving ample air time to numerous civic leaders, professors and students, succeeded in making known the true situation and reestablishing a sense of confidence and integrity."

This is the 24th year that the Peabody Awards have been presented. The Peabody awards were established in 1940 by the Board of Regents of the University System of Georgia to recognize the most distinguished and meritorious public service each year by radio and television, and to perpetuate the memory of the late George Foster Peabody, a native of Columbus, Ga., who became a successful New York banker and philanthropist, and, by special legislative act, a life trustee of the Univeristy of Georgia.

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NBC-New York, 4/27/64



## NBC TRADE NEWS

April 27, 1964

### 'SCIENCE IN ACTION,' SERIES OF 39 NEW HALF-HOUR PROGRAMS IN COLOR, PLACED INTO SYNDICATION BY NBC FILMS

"Science in Action," a series of 39 new half-hour TV programs in color, reflecting the current excitement in the frontiers of science, has been placed into syndication by NBC Films, it was announced today by Morris Rittenberg, President.

Underscoring the popular appeal and drama of science in the world today, "Science in Action" presents its themes in a scholastic but newsworthy manner, Mr. Rittenberg said. "It will not be uncommon for the viewer watching these programs to realize that its themes are front-page news," he added.

"Aside from the fact that this series has great commercial possibilities today, NBC Films believes that the nature of its subjects make it a prime-time prospect for stations."

"Science in Action" will have as its host Dr. Earl S. Herald, member of the staff of the California Academy of Sciences, producer of the series. Originated 14 years ago as one of television's pioneer programs, "Science in Action" has won 37 major awards and citations, including six Emmy Awards, two Ohio State cultural awards, two Parent-Teachers Association citations, the Westinghouse History Award and the Alfred I. duPont Award, among others.

The series, which has been approved by numerous local boards of education as an integral part of school curricula, features in each

(more)



episode an authority in a particular field. In the past these have included Dr. Glenn T. Seaborg, Chairman of the Atomic Energy Commission; Dr. Edward Teller, atomic physicist often termed the "father" of the H-bomb, and Dr. Paul C. Kirk, of the University of California Criminology School.

Such current areas of interest as space technology, "teen-age medicine," how to achieve maximum eye comfort, and many other diversified subjects are covered in "Science in Action."

The series originated in San Francisco, where it has been under the same sponsorship for 14 years and where it is consistently rated in the "top 10" of syndication, as is the case wherever it is shown.

"Science in Action" has been shown at UNESCO Headquarters in Paris, and was released through the U. S. State Department for screenings in Denmark, Norway, Germany and Brazil. An episode titled "Discovery of the Virus" received a special citation from the Nobel Prize Awards Committee.

The California Academy of Sciences was founded in 1853, and is a non-profit institution engaged in research and public service in science. It maintains an aquarium, planetarium and museum in San Francisco's Golden Gate Park, which attracts an annual attendance of more than 2,000,000.

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NBC-New York, 4/27/64





# NBC TELEVISION NETWORK NEWS

April 27, 1964

CASTING ANNOUNCED FOR 'ANOTHER WORLD,' NEW IRNA PHILLIPS  
DAYTIME DRAMA SERIES, STARTING ON NBC-TV MAY 4

Principal players for the new NBC-TV daytime dramatic serial "Another World" have been chosen from the stage, television and motion pictures.

Heading the cast for the new Irna Phillips drama, which will be telecast Mondays through Fridays starting May 4 (3-3:30 p.m. EDT) will be John Beal and Virginia Dwyer as Jim and Mary Matthews, Sarah Cunningham as Liz Matthews, Vera Allen as grandma Matthews and Liza Chapman as Janet Matthews. Other leading roles will be taken by Susan Trustman, Jacquie Courtney, Nicholas Pryor and Joey Trent. Additional casting will be announced shortly by producer Allen Potter.

"Another World" is the story of two branches of the Matthews family, living in a university town. James Matthews and his wife Mary have three children: Pat (Miss Trustman), Alice (Miss Courtney) and Russ (Trent). Liz Matthews is their sister-in-law, widow of Jim's late brother William. Her two children are a 23-year-old daughter and a 20-year-old son (roles not yet cast). Nicholas Pryor plays the part of Tom, a boy friend of Pat.

Miss Phillips and William Bell will write the scripts. Tom Donovan is director.

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PROGRAM DATA FOR 'ANOTHER WORLD'

Following are cast and credits for "Another World," new NBC-TV daytime dramatic serial to be telecast Mondays through Fridays, starting May 4, 1964 (3-3:30 p.m. EDT):

CAST

Jim Matthews.....	John Beal
Mary Matthews.....	Virginia Dwyer
Grandma Matthews.....	Vera Allen
Pat Matthews.....	Susan Trustman
Alice Matthews.....	Jacquie Courtney
Russ Matthews.....	Joey Trent
Janet Matthews.....	Liza Chapman
Liz Matthews.....	Sarah Cunningham
Bill Matthews.....	Joe Gullison
Melissa Palmer.....	Carol Roux
Ken Baxter.....	William Prince
Tom.....	Nicholas Pryor

Origination:	Live, NBC Studios, Brooklyn, N. Y.
Description:	A dramatic serial telling the stories of the lives of two branches of the Matthews family living in a university town and the people with whom they come in contact.
Producer:	Allen Potter
Director:	Tom Donovan
Writers:	Irna Phillips and William Bell
Associate Producer:	Doris Quinlan
Associate Director:	Norman Hall
Sets:	Gene Tunezi
Costumes:	Hazel Roy
Music:	Clark Morgan
Lighting:	Leo Farrenkoph
NBC Press Representative:	Leonard Meyers (New York)

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NBC-New York, 4/27/64





NBC-TV NETWORK PROGRAM

FCC CHAIRMAN HENRY ON 'TODAY'

E. William Henry, chairman of the Federal Communications Commission, will be a guest on NBC-TV's "Today" show Thursday, April 30 during the 8:30-9 a.m. segment of the 7-9 a.m. EDT program. He will be interviewed in NBC's Washington studios by NBC News correspondent Ray Scherer about the new law which requires that all television sets built on or after May 1 be equipped to tune in ultra-high-frequency (UHF) channels as well as the very-high-frequency (VHF) channels.

NBC-New York, 4/27/64



April 27, 1964

PRONOUNCED SUCCESS (ORS)

Those who have trouble keeping up with the fast-changing conditions of world politics will have sympathy for Chet Huntley who not only has to know about it but articulate it.

Chet, a master of diction, gave a clue to his daily problem recently on NBC-TV's "Huntley-Brinkley Report" in an account of the coup in Laos. Faced with two new entrants to the world news scene, he declared:

"Apparently we had better get acquainted with these two generals (who led the revolt against the regime of Prince Souvanna Phouma) and have a go at their names. One is Koupraisith Abhay (HOOP-RAH-SEET AH-BY); the other is Siho Lamphouthacoul (LAHM-FOO-TAH-KOOL)."

"This is reason enough," concluded Chet, "why they must be persuaded to disappear from the scene."

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GEORGE THOMAS FOLSTER, FORMER CHIEF FAR EAST  
CORRESPONDENT FOR NBC NEWS, DIES IN TOKYO

George Thomas Folster, former chief Far East correspondent for NBC News, died after a heart attack in Tokyo on Sunday (April 26). Funeral services were scheduled there today (April 27).

Folster served as head of the NBC News Bureau in Tokyo from the end of World War II until the mid-1950's. He organized and directed NBC News' coverage of the Korean war.

Born May 6, 1906, in New Bedford, Mass., Folster began a storied career in 1940 when he became assistant director of an expedition that was to see him captain a three-masted schooner across the Pacific Ocean. With that adventure behind him, he became a writer and broadcaster for the Australian radio network.

When World War II began, Folster became a war correspondent. He was the only American to cover General Douglas MacArthur's arrival in Australia; he made the first broadcasts from Guadalcanal and Bougainville; and was in the vanguard of the action until the Japanese capitulation in 1945.

The outbreak of war in Korea in 1950 found NBC on the spot with a fully staffed bureau under Folster's direction to provide comprehensive radio and TV coverage.

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NBC-New York, 4/27/64





NBC COLOR TELEVISION NEWS



ROBERT STACK AND OTHERS STAR IN ROD SERLING'S  
HOPE-CHRYSLER DRAMA ABOUT KOREAN CONFLICT

Robert Stack, in his only network TV role this season, stars in Rod Serling's "The Command" -- drama of an officer's struggle between his duty and his conscience during the Korean conflict -- on "Bob Hope Presents the Chrysler Theatre" color series Friday, May 22 (NBC-TV, 8:30-9:30 p.m. EDT).

Robert Walker, Edward Binns, Andrew Duggan and Milton Selzer also star in Serling's fourth writing assignment for this series. Fielder Cook directed for producer Dick Berg.

In the story, Major Morgan (Stack) finds himself in command of a retreating regiment on a Korean battleground. He has posted a rear guard of 28 men who face annihilation by Red Chinese and this weighs heavily on his conscience. When he receives word that his regiment must move out of its position under protective bombardment, he is harangued by a young officer, Lt. Jones (Walker), who begs Morgan to disregard his obvious duty and rescue the 28 men. Sharing Morgan's dilemma are his fellow officers: Captains Franks (Duggan), Sloane (Binns) and Wasnik (Selzer).

NBC-TV PROGRAM HIGHLIGHT MAY 22

BOB HOPE PRESENTS THE CHRYSLER THEATRE: "The Command"  
-- Rod Serling's war drama of an officer struggling  
between duty and his conscience in Korea. Stars  
Robert Stack with Robert Walker, Edward Binns, Andrew  
Duggan and Milton Selzer. (Color).

-----o----- NBC-New York, 4/27/64



NBC TELEVISION NETWORK NEWS-X-H

April 28, 1964

NBC-TV PROGRAMS AND PERSONALITIES WIN 56 NOMINATIONS  
FOR EMMY AWARDS--MORE THAN ANY OTHER NETWORK

NBC-TV Network programs and personalities won 56 nominations for Emmy Awards -- more than any other network -- in the 16th annual competition of the National Academy of Television Arts and Sciences, it was announced today. Winners in the 27 categories to be determined by the votes of Academy members will be announced on the "Emmy Awards" special telecast on the NBC-TV Network Monday, May 25 (10-11:30 p.m. EDT).

In the fields of documentary, news reports, news commentary or public affairs, NBC received seven of 15 nominations. NBC News' "The Kremlin" was nominated in five separate categories and "Greece: The Golden Age," in four. Two out of three nominations in the field of music and three out of five nominations in the field of children's programming also were won by NBC-TV.

NBC-TV's "Bob Hope Presents the Chrysler Theatre" scored in seven categories, "That Was the Week That Was" received nominations in four classifications, and "Hallmark Hall of Fame" won nominations in five categories. In the regional competition for "the Station Award," NBC-TV affiliates won five of the nine nominations.

NBC-TV won two of the five nominations for "Program of the Year." The NBC programs were "American Revolution of '63" and "The Kremlin."

A complete list of NBC-TV nominees in the various categories follows:

(more)





THE PROGRAM OF THE YEAR

"AMERICAN REVOLUTION OF '63" - Sept. 2, 1963  
"THE KREMLIN" - May 21, 1963

OUTSTANDING PROGRAM ACHIEVEMENT IN THE FIELD OF COMEDY

"THE BILL DANA SHOW"  
"THAT WAS THE WEEK THAT WAS"

OUTSTANDING PROGRAM ACHIEVEMENT IN THE FIELD OF DRAMA

"BOB HOPE PRESENTS THE CHRYSLER THEATRE"  
"MR. NOVAK"  
"THE RICHARD BOONE SHOW"

OUTSTANDING PROGRAM ACHIEVEMENT IN THE FIELD OF MUSIC

"BELL TELEPHONE HOUR"  
"THE LIVELY ONES"

OUTSTANDING PROGRAM ACHIEVEMENT IN THE FIELD OF VARIETY

"THE ANDY WILLIAMS SHOW"  
"THE TONIGHT SHOW STARRING JOHNNY CARSON"

OUTSTANDING PROGRAM ACHIEVEMENT IN THE FIELD OF CHILDREN'S PROGRAMMING

"EXPLORING"  
"NBC CHILDREN'S THEATRE"  
"WILD KINGDOM"

OUTSTANDING ACHIEVEMENT IN THE FIELD OF DOCUMENTARY PROGRAMS (including Producer and Writer)

"GREECE: THE GOLDEN AGE" Nov. 9, 1963  
Produced and written by Lou Hazam  
"THE KREMLIN" - May 21, 1963  
Produced by George Vicas  
Written by Norman Borisoff, George Vicas, Aram Boyajian  
"MANHATTAN BATTLEGROUND" - ("Du Pont Show of the Week") -  
Oct. 20, 1963.  
Produced and written by William Jersey

OUTSTANDING ACHIEVEMENT IN THE FIELD OF NEWS REPORTS

"HUNTLEY-BRINKLEY REPORT"  
"NBC SPECIAL NEWS REPORTS"

(more)



OUTSTANDING ACHIEVEMENT IN THE FIELD OF NEWS COMMENTARY OR PUBLIC AFFAIRS

"AMERICAN REVOLUTION OF '63 - Sept. 2, 1963

"CUBA: PARTS I & II

"THE BAY OF PIGS" - Feb. 4, 1964

"THE MISSILE CRISIS - Feb. 9, 1964

} ("NBC White Paper")

OUTSTANDING SINGLE PERFORMANCE BY AN ACTOR IN A LEADING ROLE

JASON ROBARDS JR. - "Abe Lincoln in Illinois" ("Hallmark Hall of Fame") Feb. 5, 1964

ROD STEIGER - "A Slow Fade to Black" ("Bob Hope Presents The Chrysler Theatre") March 27, 1964

OUTSTANDING SINGLE PERFORMANCE BY AN ACTRESS IN A LEADING ROLE

BETHEL LESLIE - "Statement of Fact" ("The Richard Boone Show") Sept. 24, 1963

JEANETTE NOLAN - "Vote No On 11!" ("The Richard Boone Show") Nov. 5, 1963

SHELLEY WINTERS - "Two Is the Number" ("Bob Hope Presents The Chrysler Theatre") Jan. 31, 1964

OUTSTANDING CONTINUED PERFORMANCE BY AN ACTOR IN A SERIES (LEAD)

RICHARD BOONE - "The Richard Boone Show"

DEAN JAGGER - "Mr. Novak"

OUTSTANDING CONTINUED PERFORMANCE BY AN ACTRESS IN A SERIES (LEAD)

SHIRLEY BOOTH - "Hazel"

OUTSTANDING PERFORMANCE IN A SUPPORTING ROLE BY AN ACTOR

SORRELL BOOKE - "What's God To Julius?" ("Dr. Kildare") June 6, 1963

ALBERT PAULSEN - "One Day In the Life of Ivan Denisovich" ("Bob Hope Presents the Chrysler Theatre") Nov. 8, 1963

OUTSTANDING PERFORMANCE IN A SUPPORTING ROLE BY AN ACTRESS

RUTH WHITE - "Little Moon of Alban" ("Hallmark Hall of Fame") March 18, 1964

OUTSTANDING PERFORMANCE IN A VARIETY OR MUSICAL PROGRAM OR A SERIES

BURR TILLSTROM - "That Was the Week That Was" (various episodes)

ANDY WILLIAMS - "The Andy Williams Show"

OUTSTANDING ACHIEVEMENT IN COMPOSING ORIGINAL MUSIC FOR TELEVISION

GEORGE AURIC - "The Kremlin" - May 21, 1963

GEORGE KLEINSINGER - "Greece: The Golden Age" Nov. 19, 1963

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OUTSTANDING ACHIEVEMENT IN ART DIRECTION AND SCENIC DESIGN

WARREN CLYMER - "Hallmark Hall of Fame"

OUTSTANDING WRITING ACHIEVEMENT IN DRAMA - ORIGINAL

DAVID RAYFIEL - "Something About Lee Wiley" ("Bob Hope Presents the Chrysler Theatre") Oct. 11, 1963

ADRIAN SPIES - "What's God to Julius?" ("Dr. Kildare")  
June 6, 1963

OUTSTANDING WRITING ACHIEVEMENT IN DRAMA - ADAPTATION

ROBERT HARTUNG - "The Patriots" ("Hallmark Hall of Fame")  
Nov. 15, 1963

From the play by Sidney Kinglsey

WALTER BROWN NEWMAN - "The Hooligan" ("The Richard Boone Show")  
Jan. 14, 1964

From a play by Anton Chekov

ROD SERLING - "It's Mental Work" ("Bob Hope Presents the Chrysler Theatre") - Dec. 20, 1963

From the story by John O'Hara

OUTSTANDING WRITING ACHIEVEMENT IN COMEDY OR VARIETY

GERALD GARDNER, ROBERT EMMETT, SAUL TURTLETAUB, DAVID PANICH,  
TONY WEBSTER, THOMAS MEEHAN, ED SHERMAN -- "That Was the Week  
That Was"

OUTSTANDING DIRECTORIAL ACHIEVEMENT IN DRAMA

SYDNEY POLLACK - "Something About Lee Wiley" ("Bob Hope Presents  
the Chrysler Theatre") Oct. 11, 1963

GEORGE SCHAEFER - "The Patriots" ("Hallmark Hall of Fame")  
Nov. 15, 1963

OUTSTANDING DIRECTORIAL ACHIEVEMENT IN VARIETY OR MUSIC

BOB HENRY - "The Andy Williams Show"

MARSHALL JAMISON - "That Was the Week That Was"

CLARK JONES, SID SMITH - "Bell Telephone Hour" (various programs)

OUTSTANDING ACHIEVEMENT IN CINEMATOGRAPHY FOR TELEVISION

J. B. PETERS - "The Kremlin" - May 21, 1963

TOM PRIESTLEY - "Greece: The Golden Age" - Nov. 9, 1963

BUD THACKERY - "Once Upon A Savage Night" ("Kraft Suspense Theatre")  
April 2, 1964

OUTSTANDING ACHIEVEMENT IN ELECTRONIC PHOTOGRAPHY

"BELL TELEPHONE HOUR"

"THE LIVELY ONES"

"RIDE WITH TERROR" ("Du Pont Show of the Week") - Nov. 8, 1963

(more)





5 - Emmy Awards

OUTSTANDING ACHIEVEMENT IN FILM EDITING FOR TELEVISION

ARAM BOYAJIAN - "The Kremlin" - May 21, 1963

CONSTANTINE S. GOCHIS - "Greece: The Golden Age" - Nov. 19, 1963

THE STATION AWARD

REGIONAL WINNERS (judged by Committees at National Academy Chapters):

DATE LINE: CHICAGO COMPOSITE - WNBQ - Chicago

OPERATION CHALLENGE - A STUDY IN HOPE - KSD-TV - St. Louis

WITHOUT VIOLENCE - WBRZ-TV - Baton Rouge

THE LAST PROM - WLW-T - Cincinnati

WEDNESDAY'S CHILD - KGW-TV - Portland, Ore.

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NBC-New York, 4/28/64





# NBC NEWS ELECTION YEAR '64

April 28, 1964

HOW NBC NEWS WILL OFFER COMPREHENSIVE TELEVISION AND RADIO COVERAGE  
OF PRIMARIES IN INDIANA, OHIO, ALABAMA AND DISTRICT OF COLUMBIA

NBC News' main coverage of primary elections in Indiana, Ohio, Alabama and the District of Columbia Tuesday, May 5 will originate in Indianapolis, instead of Cleveland as originally announced, because recent developments have made the Indiana primary of greater interest nationally.

Special coverage of these elections will be presented on the NBC-TV Network that night from 11:15 to 11:30 p.m. EDT. NBC News correspondent Frank McGee, in the studios of WFBM-TV, NBC's Indianapolis affiliate, will be anchor man. Neil Boggs will cover the activities of Governor George C. Wallace of Alabama, a candidate in the Indiana Democratic Presidential primary, and Floyd Kalber will report on the Ohio senatorial races in remote pickups from KYW-TV, Cleveland. Chet Hagan will produce the coverage.

Nationwide interest has shifted from Ohio to Indiana because of the strong showing Governor Wallace made in the Wisconsin primary, and because John H. Glenn Jr. has withdrawn from the Ohio senatorial primary although his name remains on the ballot.

Governor Wallace opposes Indiana Governor Matthew E. Welsh. Candidates in the Indiana Republican Presidential primary include Senator Barry Goldwater of Arizona and Harold Stassen.

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(Special live updated coverage of these primaries also will be telecast Tuesday, May 5 from 11:15 to 11:30 p.m. in Central and Pacific Daylight Time zones.)

NBC News will report the primaries on NBC Radio Tuesday, May 5 from 9:35 to 9:45 p.m. EDT and from 11:35 to 11:45 p.m. EDT. Morgan Beatty, in New York, will be anchor man of the special programming. James Hurlbut will cover the Indiana races from Indianapolis and Floyd Kalber will report the Ohio contests.

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NBC-New York, 4/28/64



NBC COLOR TELEVISION NEWS



April 28, 1964

"DON'T GO UPSTAIRS," AN ORIGINAL TV SUSPENSE DRAMA BY  
ROGER O. HIRSON, TO BE MAY 17 "DU PONT SHOW OF WEEK"

"Don't Go Upstairs," an eerie drama of a 14-year-old girl  
trapped alone in her own home with an unknown terror, will be the  
"Du Pont Show of the Week" on NBC-TV Sunday, May 17 (10-11 p.m. EDT),  
in color.

Roger O. Hirson's original TV script starts its suspenseful  
course when the girl's father warns her that, whatever happens, she  
must not go upstairs.

The play is a Directors Company production. Franklin Schaffner  
is executive producer and director, and Philip Barry Jr. is producer.

Connie Scott will portray the young girl. Mary Fickett will  
be her mother, Charles Aidman her father, and Doug Chapin her young  
brother. James Daly will play an employee of her father's. (Daly is  
a host on NBC Radio's "Monitor.")

-----NBC-TV PROGRAM HIGHLIGHT MAY 17-----

DU PONT SHOW OF THE WEEK -- "Don't Go Upstairs,"  
drama of a 14-year-old girl trapped alone in her  
home with an unknown terror. With Connie Scott,  
Mary Fickett, Charles Aidman, James Daly. (Color)

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# NBC TELEVISION NETWORK NEWS

April 28, 1964

## "TODAY" AT THE NEW YORK WORLD'S FAIR

May-June Events Listed for NBC Friday Telecasts from Exposition

A look at some of the major exhibits in the transportation, industrial, foreign and religious areas of the New York World's Fair will be seen during the "Today" program's weekly visits to the fair during May and June.

These features will be seen on the NBC-TV Network series each Friday during the 8:30-9 a.m. segment of the 7-9 a.m. EDT program. The originations from the fair will start May 1 and continue through the Summer. They will be sponsored by the American Cyanamid Co.

On May 1, Jack Lescoulie, at the Pool of Industry, will describe some of the business and industry pavilions grouped around the Promenade of Industry, interview Miss Alexandra White, who guides notables around the fair, and also talk with some visitors for their impressions of the exposition.

On May 8, Hugh Downs will take viewers to General Motor's Futurama for a ride into the world of tomorrow, where some of the wonders we may expect to see in the year 1989 are illustrated.

On May 15, Downs will visit the Vatican Pavilion which houses Michelangelo's "Pieta" for a look at that masterpiece and other exhibits.

On May 22, Lescoulie, at the Court of the Universe, will interview John J. Manning, head of the Pinkerton guards at the fair, who will explain the role of his men at the fair. Lescoulie also will

(more)





2 - 'Today' at the Fair

talk with the fair's hostesses from Austria, the Philippines, India, Indonesia and Spain and a host from the Sudan.

On May 29, Downs will be at the Auto Thrill Show for a performance of precision stunt driving on a specially designed figure-8 track.

On June 5, Downs will be at the International Plaza for a look at several foreign pavilions and a trip on the Swiss Cable Ride.

On June 12, Lescoulie will go through the Coca-Cola exhibit for a tour of some interesting foreign lands.

On June 19, Downs will be at Sinclair Dinoland which features replicas of nine different types of dinosaurs in a re-enactment of life on earth millions of years ago.

Locations for future "Today" originations from the fair will be announced.

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NBC-New York, 4/28/64



NBC'S DAVID BRINKLEY ON COMMITTEE HELPING  
STATE DEPARTMENT FIND WASHINGTON SITES  
FOR FOREIGN CHANCERIES

NBC News' David Brinkley has been named to a committee of prominent Washington, D. C., citizens which will help the State Department to find sites for foreign chanceries in the nation's capital.

Included in the group, headed by Garfield I. Kass, a retired builder and developer, are three former American ambassadors and leaders in the legal, banking, business, architectural and real estate fields.

The first job for the committee will be to find a site for a new Soviet embassy. The troubles experienced by the Soviets in finding land for a new embassy have been chronicled by Brinkley on NBC-TV's "Huntley-Brinkley Report."

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NBC-New York, 4/28/64





# MONITOR

THE NBC WEEK-END RADIO SERVICE

April 28, 1964

## READER'S DIGEST RE-CAPPS A "MONITOR" STORY

The story of an unusual phase of motherhood appears in the current (May) issue of Reader's Digest, told by an equally unusual son -- author-cartoonist and "Monitor" humorist Al Capp. Titled "Mother and Her Secret," the story was originally told on NBC Radio's "Monitor," and concerns a startling secret his mother withheld from the family for more than 20 years.

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April 29, 1964

MORE THAN \$3,000,000 IN NEW AND RENEWAL BUSINESS

RECORDED BY NBC RADIO NETWORK IN 37-DAY PERIOD

More than \$3,000,000 in new and renewal business was recorded by the NBC Radio Network during the 37-day period of March 9 to April 15. In addition, the network's weekend program, "Monitor," had the highest second-quarter sales totals in its nine-year history.

This NBC Radio sales report was announced today by William K. McDaniel, Executive Vice President in charge of the NBC Radio Network.

Mr. McDaniel said, "NBC Radio Network now has over 40 per cent of the three-network total of sponsored time, according to LNA-BAR Reports, and compared with last year, NBC Radio has increased its leadership over the other networks in measured sponsored time."

The 13 clients and their respective agencies who account for the \$3,000,000 total are: Rexall (through Batten, Barton, Durstine & Osborn Inc.); Mars, Inc. (Needham, Louis & Brorby Inc.); Plymouth-Valiant (N. W. Ayer & Son Inc.); Oldsmobile (D. P. Brother & Company); Lincoln-Mercury (Kenyon & Eckhardt); Ford Quality Car Care (J. Walter Thompson Co.); Bank of America (Johnson & Lewis Advertising); Mail Pouch Tobacco (Warwick & Legler); Homelite Saws (Southerland-Abbott); Retail Clerks International (Robert M. Gamble Jr. Inc.); General Mills (Dancer-Fitzgerald-Sample); Voice of Prophecy (Milton Carlson Company); Metropolitan Life (Young & Rubicam).

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NBC TRADE NEWS  
April 29, 1964

NBC APPOINTS GERALD E. ROWE AS DIRECTOR, ADVERTISING;  
JOHN J. GRAHAM AS CREATIVE DIRECTOR, ADVERTISING, AND  
DAVID BELLIN AS DIRECTOR, ON-THE-AIR ADVERTISING

National Broadcasting Company appointments of Gerald E. Rowe as Director, Advertising; of John J. Graham as Creative Director, Advertising, and of David Bellin as Director, On-The-Air Advertising, were announced today by Lawrence K. Grossman, Vice President, Advertising.

Mr. Rowe, Director of Audience Advertising and Promotion since 1963, assumes new administrative duties and broader responsibilities involving special projects, NBC-owned stations and audience and trade advertising.

Mr. Graham's new duties will reflect the wide contribution he has made to all phases of creative effort by the NBC Advertising Department. He was Art Director.

Mr. Bellin was Manager, Special Projects. In his new capacity he will direct on-the-air advertising, including the production of trailers for all NBC-TV programs.

Mr. Rowe has been with NBC-TV since 1960, serving as Manager, Creative Services, for on-the-air promotion, and Manager and later Director, Audience Advertising and Promotion.

Mr. Rowe was born in Yonkers, N. Y. He was graduated from Syracuse University in 1951 and received a master's degree from Columbia University in 1952.

He joined Donahue & Coe as an advertising copy writer in 1954. Two years later he went with Buchanan & Co., an advertising agency  
(more)





## 2 - Appointments

which later merged with Lennen & Newell, where he was a creative supervisor. In 1959, Mr. Rowe joined Paramount Pictures as advertising manager, joining NBC a year later.

He is married to the former Joyce Allan of New York City. They live in Manhattan.

Mr. Graham joined the NBC Advertising Department in 1945 as Assistant Art Director. In 1954 he was promoted to Art Director.

Mr. Graham is the designer of the familiar NBC logo. He has won numerous national and international awards, the most recent being an Art Director's Club Award for three 60-second promotional films, two about NBC-TV's "Huntley-Brinkley Report" and the other about WNBC-TV's Public Affairs insignia. His work has often been singled out for typographic excellence and design, and reprinted in several international advertising publications.

Before joining NBC, Mr. Graham was Art Director at the O.S. Tyson Agency and before that he was an artist at the Newell Emmett Agency (now Cunningham & Walsh).

Mr. Graham and his wife Michele reside in Manhattan.

Mr. Bellin joined NBC in 1947 and was a correspondent in the Information Department before becoming an advertising copywriter in 1950. He then left for three years' military service, and directed "The Signal Corps Hour" and other Army television shows.

He returned to NBC's National Advertising Department in 1954 as a copywriter and later was appointed Promotion Coordinator. In 1961 he was named Manager, Creative Services, On-The-Air Promotion, and in May 1962 he was promoted to Manager, Trade and NBC Owned Station Advertising. He was named Manager, Special Projects in October, 1962.

Mr. Bellin, an alumnus of Columbia University, was born in New York City. He lives in Hewlett, L. I. with his wife, daughter and son.

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NBC-New York, 4/29/64





# NBC NEWS ELECTION YEAR '64

April 29, 1964

EXTENSIVE NBC NEWS TV COVERAGE OF OREGON'S REPUBLICAN  
PRESIDENTIAL PRIMARY TO HAVE FRANK McGEE AND  
DAVID BRINKLEY HEADING CORRESPONDENTS' TEAM

Frank McGee and David Brinkley will head a team of NBC News correspondents in Oregon reporting the important Republican Presidential primary on NBC-TV Friday, May 15. The extensive coverage, which will extend into the early morning hours, will include two special programs, from 11:15 to 11:30 p.m. EDT and from 12:30 to 1 a.m. EDT, as well as bulletins and "flashcaster" reports.

In addition to this Primary Night coverage, the NBC-TV Network will carry two other specials, a preview of the election Tuesday, May 12 (8:30-9 p.m. EDT) and a post-primary program Saturday, May 16 (7-7:30 p.m. EDT).

NBC News will staff each of the 1208 voting precincts in Multnomah County (the Portland area) with its own reporters as part of a state-wide operation for fast collection and tabulation of election returns. The vote totals will be phoned to NBC's tabulating center at Station KGW-TV, the network's Portland affiliate, and sped to RCA 301 computers which will complete the tabulations and project the results.

McGee will be anchor man of the Primary Night coverage, originating in the studios of KGW-TV, and Brinkley will interpret the election results. Tom Pettit will interview key political figures in NBC's suite in the Hilton Hotel in Portland. Located on a high floor of

(more)





the hotel, the suite has a commanding view of the city, and the programming will include panoramic scenes from its windows.

Sander Vanocur will report from the Lodge headquarters, Robert MacNeil from the Goldwater headquarters and Merrill Mueller from the Rockefeller headquarters. Herbert Kaplow is assigned to a roving mobile unit which will cover, among other places, the Nixon headquarters.

The May 12 pre-primary special will present live reports and film of the final campaign activity. McGee will be anchor man and Brinkley will evaluate the candidates' chances. MacNeil, Mueller, Vanocur and Kaplow will report, respectively, on the campaign forces for Goldwater, Rockefeller, Scranton and Nixon.

The post-primary special on May 16 will present a complete report on the Oregon election results and their meaning. The NBC News team -- McGee, Brinkley, Mueller, MacNeil, Vanocur, Kaplow and Pettit -- will assess the candidates' delegation strengths and chances for the Republican Presidential nomination. The program will originate mainly from the NBC suite in the Hilton Hotel.

Chet Hagan will produce the pre-primary, Primary Night and post-primary special programming as part of "The Campaign and the Candidates" series on NBC-TV. Robert Northshield, General Manager of NBC News, is in charge of NBC's entire political coverage this election year.

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NBC-New York, 4/29/64



### SOME POSSIBLE TOPICS FOR 'TW3'

May Day parades, National Baby Week and the introduction of advertising in the Soviet Union are some of the topics that may be covered on NBC-TV's "That Was the Week That Was" Friday, May 1 (9:30 p.m. EDT). Performers on this week's edition of the satirical review of current events include Phyllis Newman, Elliott Reid, Pat Englund, Stanley Grover, Alan Alda, Nancy Ames and Dick Noel.

### WRITER EDWIN BLUM SIGNED FOR 'KENTUCKY JONES'

Producer Albert Beich has signed Edwin Blum, noted stage, screen and television writer, for "Kentucky Jones," new half-hour comedy series with a background of thoroughbred racing, which will be presented during the 1964-65 season on NBC-TV Saturdays (8:30 to 9 p.m. NYT) starting Sept. 19.

The series, which will star Dennis Weaver in the title role, and feature 10-year-old Ricky Der and character actor James McCallion, will go into production at Desilu Studios in Culver City, Calif., in June.

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NBC-New York, 4/29/64





April 30, 1964

'MR. NOVAK' TO START ITS SECOND YEAR ON NBC-TV SEPT. 22

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Five Advertisers Renew Sponsorship in Tuesday Series

One of the most highly acclaimed series of the current season, "Mr. Novak," will start its second year on NBC-TV Tuesday, Sept. 22 (7:30-8:30 p.m. NYT).

James Franciscus stars in the title role and Dean Jagger stars as principal Albert Vane. The series has won a George Foster Peabody Award for 1963 and is nominated for an Emmy.

Five advertisers have renewed sponsorship in the series, it was announced today by Don Durgin, Vice President, Television Network Sales, NBC.

They are Bristol-Myers Co. (through Young & Rubicam), Frito-Lay Inc. (Dancer-Fitzgerald-Sample), Pontiac Motor Div. of General Motors Corp. (McManus, John & Adams) and Maybelline Company (Post-Keyes-Gardner Inc.). Placing its first order in the series is Minnesota Mining & Mfg. Company (McManus, John & Adams) and Max Factor & Co. (Carson/Roberts Inc.).

Leonard Freeman has been signed as producer for the new season by MGM-TV, the package producer. E Jack Neuman, co-creator of the series with Boris Sagal, continues as executive producer. Freeman, one of the most active writers and producers of TV shows, will also write several scripts for the series.

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## NBC TRADE NEWS

April 30, 1964

### HARTFORD INSURANCE GROUP BUYS SPONSORSHIP IN NINE NBC NEWS PRE-ELECTION TV SPECIALS

The Hartford Insurance Group has purchased sponsorship in nine NBC News pre-election television specials this Fall, it was announced today by Sam K. Maxwell Jr., Director, Special Program Sales, NBC Television Network.

The programs, each a full-hour, begin Sept. 12 and will be telecast each week through Nov. 1, as previously announced. The series will deal with the campaigns of Presidential and Vice Presidential candidates and prominent races for Congress and various Governorships.

The final program will capsule the major campaigns and present a preview of NBC News' Election Night coverage.

The Hartford order was placed through McCann-Marschalk Co.

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NBC COLOR TELEVISION NEWS



April 30, 1964

JACK PAAR WILL BE "PRESENTING THE BEST OF MIKE NICHOLS  
AND ELAINE MAY" IN SIX GUEST APPEARANCES IN 1964-65  
ON NBC'S "JACK PAAR PROGRAM" FRIDAY COLORCASTS

Jack Paar will be "presenting the best of Mike Nichols and Elaine May" in a series of six guest appearances for the 1964-65 season on NBC-TV's "The Jack Paar Program" colorcasts (Fridays, 10-11 p.m. NYT).

Today's signing of Nichols and May effects a reunion between Paar and the creative comedy team. Nichols and May made their television debut on Paar's "Tonight" show, Oct. 25, 1957.

Next season's appearances of the team, who write and perform their own material, is considered somewhat of a television coup by the Paar program. Except for NBC Radio's "Monitor Comedy Time," Nichols and May lately have been devoting their talents to individual professional projects rather than performing together.

Nichols has been concentrating on directing assignments. He directed the current Broadway hit, "Barefoot in the Park," and he is director of "The Knack," a four-character comedy which opens May 21 off-Broadway.

Miss May has been engaged in a variety of writing projects. Also, she is staging "The Third Ear," a program of improvisation opening May 21, also off-Broadway.

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Noted for what they describe as "improvisational acting," Nichols and May made five guest shots with Paar on "Tonight" as well as appearing on his NBC-TV special, "Jack Paar Presents," in 1960. Their TV credits also include the hour-long pilot of "That Was the Week That Was," "The Perry Como Show," "The Steve Allen Show" and "Omnibus."

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NBC-New York, 4/30/64



## NBC TRADE NEWS

April 30, 1964

NBC INTERNATIONAL SENDS RADIO BARBADOS ONE OF THE MOST  
COMPACT MOBILE UNITS EVER DESIGNED FOR A RADIO STATION

One of the most compact and self-contained mobile units ever designed for a radio station has been shipped by boat to Radio Barbados in the Caribbean by NBC International, which is the management member of a consortium operating the installation.

The mobile unit, constructed expressly for the needs of the British Crown Colony, Barbados, was designed by NBC International under the supervision of Harold Anderson, Manager of Special Projects. It was assembled and installed by RCA International in a Corvair van.

"This unit is the last word in mobile broadcast units," Anderson said, "and contains its own generator, two turntables, two audio tape recorders, a car phone and two 250-foot reels of microphone cable.

"As a complete studio facility, this air-conditioned unit will give Radio Barbados maximum flexibility for its broadcasts throughout the Leeward and Windward islands of the Caribbean," Anderson said. Everything in the van is portable and may be removed for studio usage. It is designed to transmit remote pick-up coverage back to the Radio Barbados transmitter by means of an FM audio link.

On the air since last Dec. 15, Radio Barbados was inaugurated formally last Jan. 19. Anderson has represented the consortium for the Barbados installation, which is situated in the midst of a population in excess of 2,000,000 persons.

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# NBC NEWS

BROADCASTING'S LARGEST NEWS ORGANIZATION

April 30, 1964

PAUL CUNNINGHAM, REPORTER FOR NBC'S "TODAY," NAMED WINNER  
OF ALBERT LASKER MEDICAL JOURNALISM AWARD IN FIELD OF TV

Paul Cunningham, reporter for the NBC-TV "Today" show, has been named winner of the 15th Annual Albert Lasker Medical Journalism Award in the field of television, it was announced today (April 30), by Mrs. Albert D. Lasker, president of the Albert and Mary Lasker Foundation.

The TV award was presented to Cunningham for the "comprehensive five-program series written and reported by him, on 'Mental Retardation,' and for emphasizing in it the fact that mental retardation is not hopeless, and that real progress can be made, under proper medical supervision, even to achieving the goal of making some of the mentally retarded fully self-supporting."

The citation went on to note "that the series showed the broad aspects of the problem from its national impact and first research breakthroughs, down to the work of some enlightened communities."

This five-part "Today" series "was especially hailed for bringing out great hope for the future for the mentally retarded."

The award includes a \$2,500 honorarium, an engraved citation and a gold statuette of the Winged Victory of Samothrace. Presentations of the Albert Lasker Medical Journalism Awards will be made at a luncheon 12:15 p.m., Wednesday, May 13, at the Sheraton-East Hotel, New York City.

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CORRECTION FOR EMMY AWARD NOMINATIONS

Brad Kress -- "Greece: The Golden Age" -- Nov. 9, 1963 -- NBC -- is the Emmy Award nominee for "Outstanding Achievement in Cinematography for Television," and not Tom Priestley as incorrectly named in this category in the original list of nominations issued by the National Academy of Television Arts and Sciences.

Following is the complete list of nominations for

"OUTSTANDING ACHIEVEMENT IN CINEMATOGRAPHY FOR TELEVISION"

BRAD KRESS - "Greece: The Golden Age" - Nov. 9, 1963 -  
- NBC

J. B. PETERS - "The Kremlin" - May 21, 1963 - NBC

JOHN S. PRIESTLEY - "East Side/West Side" - CBS

BUD THACKERY - "Once Upon a Savage Night" ("Kraft  
Suspense Theatre") - April 2, 1964 - NBC

(Winners in all the categories to be determined by the votes of academy members will be announced on the "Emmy Awards" special telecast on the NBC-TV Network Monday, May 25, 10-11:30 p.m. EDT.

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NBC-New York, 4/30/64



NBC COLOR TELEVISION NEWS



CHANGES FOR NBC-TV MAY COLORCAST SCHEDULE

Saturday, May 9

5:30-6 P.M. Kill: Colorcast of "NBC Sports Special." Program will be telecast in black and white only on this date.

Friday, May 15

11:30 P.M. -  
12:30 A.M. "The Tonight Show Starring Johnny Carson" will be broadcast 11:30 p.m. - 12:30 a.m. only on this date due to NBC's coverage of the Oregon primary elections.

Monday, May 18

7:30-9:30 P.M. Kill: Colorcast of "Monday Night at the Movies." Film on this date will be telecast in black and white only.

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NBC-New York, 4/30/64





# MONITOR

THE NBC WEEK-END RADIO SERVICE

April 30, 1964

NOTABLES IN 'MONITOR' SALUTE TO J. EDGAR HOOVER  
ON HIS 40TH ANNIVERSARY AS DIRECTOR OF THE FBI

A salute to J. Edgar Hoover on his 40th anniversary as Director of the Federal Bureau of Investigation will be presented on NBC Radio's "Monitor" Sunday, May 10 (9:05-9:30 p.m. EDT).

With Morgan Beatty acting as host and narrator, the 25-minute salute will include taped reminiscences and congratulations by former President Dwight D. Eisenhower; former Postmaster General James A. Farley; Lyle Wilson, Vice President of UPI, and Don Whitehead, author of "The FBI Story."

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# DECLARATION

STATE OF NEW YORK

IN SENATE

January 1, 1901

REPORT OF THE

COMMISSIONERS OF THE LAND OFFICE

IN RESPONSE TO A RESOLUTION PASSED BY THE SENATE

ON JANUARY 1, 1900

ALBANY